

	High	Low
Saturday, December 25	66	34
Sunday, December 26	65	33
Monday, December 27	58	34
Tuesday, December 28	57	36

# The Desert Sun

TWENTY-EIGHTH YEAR

Published  
Mondays and Thursdays  
174 N. Palm Canyon Drive  
Phone 2249

Vol. XXVIII, No. 38

3 Sections — 20 Pages

Palm Springs, California Thursday, December 30, 1954

This Issue Over 6,800 Copies

Single Copy 10c



(W. A. Wood Photo)

**THE NEW YEAR, 1955**, receives his first lesson in time, from none other than Father Time (1954) at the Desert Inn, Palm Springs. Father Time depicted by the well known artist, Jana, and little Mandy Valeur (1955), daughter of Mr. and Mrs. Claude Valeur, and great-granddaughter of the late Mrs. Nellie Coffman, founder of the Desert Inn.

## Picture of the Year



In an unheralded, unscheduled drive around Palm Springs, President Eisenhower smiles at Fred Weigel, Desert Sun photographer, who snapped this exclusive picture on El Mirador grounds. Mrs. Eisenhower is with him. Other pictures of leading events in the Village during 1954 are printed today on pages 4 and 5 of the second section.

## REVIEW OF 1954 HERE LISTS EXCITING EVENTS

By DON KLOTZBUECHER

"There's where President Eisenhower slept."

The visitor making this casual remark didn't have the right location, but the point was made.

President and Mrs. Dwight D. Eisenhower's visit here was the biggest news story of 1954 in the Palm Springs area, with perhaps one exception. That was their promise to return!

Ike's playing golf daily and his and Mamie's other activities kept Palm Springs on the front pages of the nation's newspapers for a week—more than any other event. And it further established our claim as the World's Foremost Desert Resort,

and the Winter Golf Capitol of the country.

**THERE WERE OTHER** big stories, but these were of larger interest locally than to the outside world.

As an example, the biggest news story of 1953 had a correlation with one of the most important events of 1954. Last year this was the requested resignation of City Manager Russell Rink and the proffered and accepted resignations of

See NATION'S, Page 4-5b

## Kettmann Back as Chief Jan. 17

August G. Kettmann will officially take over his duties as Chief of Police on Monday, January 17, City Manager R. W. Peterson reported today.

Kettmann will relinquish the position of police chief of Yuba City on January 14, and will move his family here over the weekend.

Mr. and Mrs. Kettmann and daughter, Rhonda, spent the Christmas weekend here.

Capt. Orest Johnson is now serving as acting chief of police.

# Rescuers Save Lone Hiker

## Paul Traver Appointed to School Board

To Take Place of  
Willard Hansen  
on December 30

(Photo on Page 2a)

County Superintendent of Schools Ray Johnson Tuesday announced the appointment of Paul Traver to the board of education of the Palm Springs Unified School district. He will fill a vacancy caused by the resignation of the Rev. Willard Hansen of Desert Hot Springs.

Rev. Hansen, pastor of the First Baptist church in Desert Hot Springs, gave as his reason for resigning, the growing activity of his church work.

Traver, who has resided in Palm Springs for nine years, is married and has two children, 8-year-old Paula, who attends Katherine Finchy school, and Terry, 3. He has been an employee of Kelley's Furniture store since 1946.

Born in Kansas City, Mo., Traver has resided in California for thirty years, and is a graduate of Castlemont High School in Oakland. He is 35 years old.

Hansen's resignation from the board becomes effective December 30, and Traver will take over his chair at the meeting of the trustees on January 13.

Members of the board who will guide the future of the local schools during the new year now are: Board Chairman Ray Sorum, Mrs. Helen Staley, secretary, Dr. Hugh Stephens, Haig Harris, and Traver.

Biggest item for the new year will be the \$2,125,000 school bond election in February.

## Reminder

Ad Deadline at  
5 o'Clock Today

Remember — the deadline for advertisements for the issue of Monday, January 3, must be in The Desert Sun office by 5 p.m. this afternoon, Thursday, because of the shorter publication time due to the New Year's Day holiday.

The deadline applies to both display and classified advertising.

## Hic, Hic, Hurray! 'appy New Year

And Happy New Year to you. Thieves last weekend acquired all items needed for a New Year's Eve celebration, entering the residence of Dr. Sam Hertzko, 299 Lillian drive, and taking five bottles of scotch.

Value of the liquor was set at \$35, officers said.

## It's Another Boy for Lyons Family

It's Number 3 for the Dave Lyons family.

Word came Wednesday morning of the birth of a son, seven pounds, 12 ounces, to Mrs. Dave Lyons at St. Johns hospital in Santa Monica.

The new arrival joins two other sons of the popular local restaurateur, Dave Lyons, owner of the Saddle and Sirlon.

## 1955 to be Welcomed at Gala Dance at Legion Hall

(Photo on Page 3a)

First annual New Year's Eve dance will be staged Friday evening at World Wars Memorial Hall by Owen Coffman Post, 519, American Legion with an elaborate program of entertainment and music planned and a capacity attendance anticipated.

"This event, designed to become an annual event here, is for Villagers and visitors and a community welcome to the New Year," said Bill Scharf, commander of the post.

Music for dancing will be by Charley Barnett's nationally famous orchestra. Vocal soloists



(Desert Sun Photo by Fred C. Weigel)

**PALM SPRINGS MOUNTED** Police and their emergency rescue crew, together with members of the police department and several volunteers combined operations to rescue Frank Thomas Jackson, 22, Los Angeles, from a ledge 1,000 feet above a canyon floor where he was stranded for 20 hours Saturday and Sunday. Jackson was uninjured.

## Series on Needs of Schools Begun by Dr. Goldberg

(Editor's Note: Today, Dr. Benjamin Goldberg, chairman of a special steering committee named by the board of education to acquaint voters with the facts concerning the proposed \$2,125,000 bond issue, reports on existing conditions and needs at the Desert Hot Springs school. Reports on other schools in the district will follow.)

By DR. BENJAMIN GOLDBERG

As chairman of the steering committee appointed to determine the current and future needs in the Palm Springs Unified School District system, I started out one morning recently to see what our schools were like.

Desert Hot Springs on a warm, sunny morning seemed a nice little drive, and I pulled up to what looked like an interesting double row of school rooms, flanked on the left by a pastel blue brick wall.

**AS I STOPPED**, I noted the school boys playing out in the playground under the supervision of an individual who I shortly learned was the principal. I entered the principal's office and asked for him, and before he arrived I looked about what was approximately a 10 by 10 foot room, rather crowded with its furniture and sundry necessities.

An open door led to a little closet used as a storeroom for stationery and other school supplies. There was no window in it, and it was only large enough to hold a cot, on which lay a little girl who was apparently acutely ill.

**JOSEPH KANYA**, the principal, came in at this time. I introduced myself, and asked about the girl. She had taken

See SCHOOLS, Page 3a

## BLUE SKIES TRAILER PARK OFFICIALLY OPEN

Blue Skies Trailer Park, one of the most luxurious, elaborate, convenient and best equipped in the nation, will officially be open today, Thursday.

Headed by Bing Crosby, president, and William Perlberg, vice-president, Blue Skies lists an imposing number of top national figures among its stockholders.

**BLUE SKIES** is located on Highway 111, next to Thunderbird Country club. The official address is 70-260 Highway 111.

The first trailer to pull into the park and prepare for a desert vacation stay brought Mr. and Mrs. O. C. McRae of Bellflower. Reservations so far received indicate the park will soon have a large number of trailers on its spacious, paved lots.

Pete Pettito, well known Villager, is manager of Blue Skies.

PERLBERG HAS PRODUCED

two moving pictures for Crosby, "Little Boy Lost," and "Country Girl." The latter is being premiered throughout the nation with the proceeds going to the Olympic Games fund, an idea of Perlberg and Crosby.

Among the many prominent stockholders are William Paley, CBS president; Jack Benny, Sam Goldwyn, Joe Schenck, Richard Wideman, vice-president of Owens Illinois Glass, Col. C. K. Paul, Texas Oil Man and Ray Ryan, of El Mirador.

**WILLIAM CODY** of Palm Springs, was the architect who designed the Park and Moon and Moon of Cathedral City, the general contractors.

Featured are deluxe lots, 2,000

See TRAILERS, Page 3a



**BING CROSBY**, left, president of Blue Skies Trailer park, adjacent to Thunderbird Country club, and Pete Pettito, manager, shown with a 1955 Pan-American, owned by Mr. and Mrs. O. C. McRae of Bellflower, first to occupy a lot at the luxurious park which opens today.

## Stranded on Ledge for 20 Chilly Hours

Police and Rescue  
Equipment Bring  
Down L.A. Visitor

A scream for help, ringing through Tahquitz Canyon at 10:30 a.m., Sunday, was luckily heard by Hiker Sheldon Karlan of Beverly Hills, and brought a 15-man rescue crew to the aid of a Los Angeles man who was stranded on a ledge of the rocky slopes of the San Jacinto foothills for more than 20 hours. The man who had maneuvered himself into an unmovable position was Frank Thomas Jackson, 22, of Los Angeles, while he was hiking alone Christmas morning. Unfamiliar with the surroundings, he became lost, and in an effort to reach the canyon floor lost his footing and slid down the face of a smooth rock onto the ledge.

**THERE HE REMAINED** for 20 hours, 1,000 feet above the canyon floor, and clinging to the safety of his narrow perch. His cries for help went unanswered during the cold night hours.

The rescue party was formed as soon as the police were apprised of the situation by Karlan. Detective Ted Greene and Sgt. Howard Poe led the men up the rocky slope, and the Palm Springs Mounted Police quickly brought their own special rescue unit. Acting Police Chief Orest Johnson directed operations from the canyon floor and walkie-talkies were used to maintain contact between all groups.

**JOINING THE POLICE** of Palm Springs and Mounted Police were Ray Corliss, Chamber of Commerce publicist; Fred Weigel, The Desert Sun staff photographer, and John Whitcomb, of Davis, California.

As the rescue party reached the top of the ridge overlooking the stranded hiker, Greene crawled down to Jackson's side and both were lifted to safety by ropes.

His overnight ordeal had weakened Jackson, and the rescue party was forced to stop several times to permit him to rest when they returned to the canyon floor. The entire operation took two and a half hours.

**A POLICE CAR** was awaiting the party, as an emergency measure. It was found that Jackson had only suffered abrasions and scratches from sliding down the rocks, and that medical attention was not required.

The incident, although over, is not forgotten.

Capt. Johnson has issued a

See RESCUE, Page 6a



## Christmas Holiday Quiet in Village, Police Report

Palm Springs enjoyed a comparatively "sober" holiday last weekend, with only four arrests made for drunkenness and one for driving while intoxicated, during the 72-hour period from Friday to Monday.

Single arrests for drunkenness were made Friday and Saturday, with two being made Sunday, police reported. Arrested for driving while intoxicated, and also charged with hit-and-run property damage was Ellie Hue Alexander, 22, 640 Sage street.

The arrest was made after a report by H. W. Wilson of 175 El Alameda, that a car had struck his vehicle and then continued on its way without stopping. Officers stopped the Alexander car at the intersection of Arenas road and Palm Canyon drive about 10:50 p.m., Sunday.

Appearing in justice court Monday, Alexander was fined \$100 on the drunk driving charge, and was given a \$100 fine which was suspended provided he make restitution, on the hit-run charge. His driver's license was also suspended according to law.

Police estimated that almost 4,000 visitors were in the Village for the holiday.

## Seek Youth with Air Rifle After Girl is Injured

Police today are searching for several youths who through malicious mischief caused Kathy Zeisel, daughter of Mr. and Mrs. Ben Zeisel, 1061 San Lorenzo road, to be thrown from her horse and suffer a fracture of the arm.

She was riding with Janet Fink and Joan Selditz when the youth started shooting big guns at the horses. One of the pellets struck the horse, Miss Zeisel was riding, causing it to rear, and throwing her from its back.

Miss Zeisel was treated at Desert Hospital.



PAUL TRAVER appointed to board of education of Palm Springs Unified School district to succeed the Rev. Willard Hansen, resigned.

## Yo Yo Contest to Start January 15

Only two weeks remain for boys and girls to practice for the annual Yo Yo contest which will start Saturday, January 15, at the Palm Springs Youth Center, City Recreation Director Howard Haddock said today.

The contest, sponsored by the Duncan Meter Corporation, will be concluded the following Saturday, January 22.



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(formerly manager of El Mirador Beauty Salon)

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with us,

giving his

Famous

Hair Styling Cuts

Ruth Ann Dolan, Mgr.

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Francis Nelson

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Open Evenings by Appointment

## UNEDITED

By BILL RASHALL

Rocket propelled, we are all moving at supersonic speed toward the end of 1954 and the birth of 1955.

And, as predicted by this writer (of course I sought good substantial information before I made the prediction in the last edition of The Desert Sun) the biggest crowd in the history of Palm Springs will join in bidding adieu to the old year and hello to the new one.

Tuesday night long before the holiday festivities begin, night clubs and hotels reported capacity crowds. This is unusual. It is estimated that between 30,000 and 40,000 visitors, winter residents and Villagers, will join in celebrating the coming of the year of 1955 just a few hours away.

COMPARE THIS HUGE crowd with the dawn of the year of 1910 here in Palm Springs as recalled by Earl Cuffman, co-owner of the Desert Inn and so often related to me by his mother, Nellie Cuffman. "There were only a handful of us white men living in Palm Springs in those days," Cuffman started. "And if you were on friendly terms with the Indians you would be invited to meet the dawn of a new year (and it was dawn by the time the festivities ended) to the Indian Fiesta House on the Reservation."

"The Indians would place a large log on the fire and start it burning in the center. As that portion of the log was consumed by the flames both ends would be moved gradually toward the center. The Indians would sit around in a huge circle, intermingled with the white residents and chant. They kept up this chant until the last white person had gone home and then the chant would raise in crescendo to whoops and yells. We all knew that 1910 was really here to stay for 365 days for sure then. This same ritual continued for a number of years until the town began bustling at the seams and more and more people decided that Palm Springs was an excellent place to spend New Year's Eve and the following day."

NOW SPREADING from the gates of India all the way up through and including Palm Springs for two miles past the Desert Inn, now in its 46th winter season, there is the belief that approximately 50,000 people will be in the Palm Springs resort area to sing Auld Lang Syne—in private homes, hotels, night clubs and restaurants.

And while we are on the subject of time as measured in years, The Desert Sun has, if you do not know it now, passed its quarter century of publication.

IT TOO HAS KEPT pace with the growth of this area, if you will please allow me to brag a little for my bosses. Furthermore, I have contended for a number of years that this publication has a greater out-of-town circulation than any other paper its size in the nation. Moreover, I can prove this statement.

One drawer of my desk is crammed full of letters sent in by contestants for the \$1,000 offered by George Cameron Jr. for the best suggestions to be

used in the construction of his proposed \$5,000,000 shopping center. These letters bear postmarks from nearly every state in the Union. I have noticed such postmarks as Fairbanks, Alaska, Washington, D.C., New York City, from towns and cities in New Jersey, Michigan, Illinois, many of them from Los Angeles and the Western seaboard and from other cities and communities too numerous to mention. It means, my dear friends, that The Desert Sun is read in near and distant places. And to add another touch of bragadocio, The Desert Sun has a greater circulation than many small town dailies!

Ole Olson of the Kontiki came in with a story he had overheard at the Bank of America. A school teacher, he said, is confronted with the purchase of a parakeet. A tragedy occurred in her Cahulla school room the other day. It seems a pussy cat visits the school room on occasion to gaze longingly at the parakeet, always kept in a cage. On this day the parakeet was permitted a flight around the school room with tragic results for the parakeet. The pussy cat was there too! Oh my!

YOU SHOULD HEAR that Contino play that accordion and see Miss Rita Lupino do her dance and Paul Gilbert—he is better than good with his comedy. All of them in the Starlite Room and playing to SRO. At the Biltmore hotel there'll be dancing and entertainment with the music and the latter furnished by the Vogues.

At Deep Well Todd Gregory and his orchestra are furnishing the music for dancing and entertainment. And at the Saddle and Siroin, beautiful Charla and her "Men of Music" are being enjoyed by all who hear and see them. The group will be there through the New Year's Eve party.

They were standing in line for tables at The Dunes last night and Ruby expects a "terrific crowd for New Year's Eve." Connie and Gracie will be at the piano bar.

FRANK BOGERT has opened the South Pacific Room for the overflowing crowd who have made reservations at El Mirador hotel but you do not have to have a reservation for this room or the Kiva Room where there will be no cover or minimum.

The La Paz hotel is very much in the celebration picture too with Draper at the piano to play all of the new ones and the nostalgic ones. Vic Sudaha at the Palm House has a great show on with Frankie Epp in the star's spotlight as the comedian, Virginia Dew, the Village's favorite is there to sing your favorite songs.

THAT'S ENOUGH! Happy New Year to everybody.

## Sirens Sound Here in Routine Tests

Palm Springs' Civil Defense sirens sounded Monday morning in a routine test at 10 a.m. These tests are made once monthly to make sure that all equipment is in working order.

## Urge Probation Office Branch at Indio Courthouse

Supervisors will study a proposal to establish a branch of the county probation office at Indio at their January 10 meeting. It was decided Monday, Recommendation for the branch office was made to the board by Bert Van Horn, county probation officer.

Van Horn told the board that the superior court at Indio, which has begun handling criminal cases, needs a probation office to aid in more efficient service. Van Horn's deputies and clerks now have to travel 75 miles from Riverside to serve the Indio court.

Main expense of an Indio branch office, supervisors were told, will be employment of an additional clerk to prepare legal documents and for clerical work.

Supervisors Monday decided to defer decision on the plan until the next board is organized next month.

## CASH IS LOST

Loss of a wallet containing between \$210 and \$240 in cash and personal identification, was reported to police Friday by Milton Gussack of Flushing, New York.

## Figure Control

REDUCES where you want to REDUCE

The Modern, Safe, Easy, Sensible and Comfortable Way to Reduce. It takes off the inches. Reduces Arms-Hips-Knees-Thighs - Abdomen - Legs Ankles - Buttocks and Shoulders.

Reduces objectionable bulges. Strengthens sagging tissues. Exercises while you rest and relax. Eliminates tedious exercising and dieting. Heatless and painless... a pleasing sensation.

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By your wonderful response to our policy of 30 to 50% off on famous name brand shoes for men and women.

WE PROMISE TO MAKE YOU VERY **HAPPY**

BY OFFERING **EVEN GREATER VALUES IN 1955**

**HAPPY NEW YEAR**

TO ONE AND ALL

"Save More at Savon"

**SAVON SHOES**

HOWARD and FAE BREZIN  
386 N. PALM CANYON DRIVE  
— Opposite Police Department —  
Open Sundays 10 to 4

**El Paseo Theatre** NOW SHOWING  
PHONE 2626

Up to his ears in clues  
Up to his neck in laughs!

**ALEC GUINNESS**  
Comedy star of "Man in the White Suit" and "Captain's Paradise"

**THE DETECTIVE**  
Based on the FATHER BROWN stories by G. K. CHESTERTON  
Adapted by Thelma Schone  
A FACET PRODUCTION

Shows — 6:45 and 9 P.M.  
Cont. Sunday from 3 P.M.

**ENDS TONIGHT** **CONTINUOUS SHOW**  
**Village Theatre** **From 2 P.M.**

**IRVING BERLIN'S**

**THERE'S NO BUSINESS LIKE SHOW BUSINESS**

from 20th Century-Fox in  
COLOR by DeLuxe **CINEMA SCOPE** STEREOGRAPHIC SOUND

VILLAGE PALM SPRINGS THEATRE

## GALA WESTERN PREMIERE NEW YEAR'S EVE

3 Shows Friday—7 - 9:10 and 11.20

Cont. Saturday from 3:30

Did you **GASP** at "THE MOON IS BLUE?" Here's its Cad!

Did you **BLUSH** at "THE CAPTAIN'S PARADISE?" Here's its Cutie!

Did you **ROAR** at "THE QUIET MAN?" Here's its Rascal!

ALLIED ARTISTS presents

**DAVID NIVEN**  
**YVONNE DE CARLO**  
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**"Tonight's the Night"**  
COLOR BY TECHNICOLOR

co-starring GEORGE COLE with ROBERT URQUHART-A. E. MATTHEWS-ANTHONY NICHOLLS-MICHAEL SHEPLEY

A MARIO ZAMPI Production - Produced and Directed by MARIO ZAMPI - Original Story and Screenplay by JACK DAVES and MICHAEL PERDUE

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LAST TIMES TONIGHT!

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JUDY GARLAND and JAMES MASON  
CINEMA SCOPE TECHNICOLOR - STEREOGRAPHIC SOUND

PRESENTED BY WARNER BROS. JACK CARSON • CHARLES BICKFORD TOM NOONAN  
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A TRANSCINA ENTERPRISES PRODUCTION • DISTRIBUTED BY WARNER BROS.

also — **WALT DISNEY'S**  
**"STORMY the THOROUGHbred"**  
(with an inferiority complex)

## Starts New Year's Eve

OTTO PREMINGER presents  
OSCAR HANMERSTEIN'S  
**CARMEN JONES**  
from 20th Century-Fox in  
**CINEMA SCOPE**

Color by DeLuxe  
In the wonder of High Fidelity  
STEREOGRAPHIC SOUND

— also —  
**"CATTLE QUEEN OF MONTANA"**  
(TECHNICOLOR)

— Starring —  
**Barbara Stanwyck**

STARTING FRIDAY, JANUARY 7  
**DEAN MARTIN - JERRY LEWIS**

**3 RING CIRCUS**  
A PARAMOUNT PICTURE

VistaVision — Technicolor

**MIDNIGHT SHOW NEW YEAR'S EVE**

**Plaza Theatre**  
Phone 4384 Doors open nightly 6:45

**STARTS NEW YEAR'S EVE!** **DECEMBER 31**

M.G.M. presents its finest musical  
**DEEP IN MY HEART**

Starring **JOSE FERRER**  
**MERLE OBERON**  
**HELEN TRAUBEL**  
with **DOE AVEON**  
**TAMARA TOUMANOVA**  
**PAUL STEWART**  
**ISOBEL ELSOM**  
**WILLIAM OLVIS**  
**JAMES MITCHELL**

and Guest Stars  
**WALTER PIDGEON**  
**PAUL HENREID**  
**ROSEMARY CLOONEY**  
**GENE & FRED KELLY**  
**JANE POWELL**  
**VIC DAMONE • ANN MILLER**  
**CYD CHARISSE**  
**HOWARD KEEL**  
**TONY MARTIN**

"GREATEST ARRAY OF MUSICAL TALENT IN ALL PICTUREDOM!" — says Hollywood Reporter

IN SPECTACULAR **COLOR**

**2 Complete Shows Nightly 7:00 and 9:30**



## C. Terry Keep New President of Chase School

C. Terry Keep, of Beverly Hills, vice president of Fortnight magazine, was elected president of Desert Educational Foundation which runs the Chase School for Boys, when the board of trustees held its annual election Friday morning in the offices of Judge Eugene Theriault.

Keep, who succeeds C. Thurston Chase in the presidency, is a graduate of Phillips Academy at Andover, Williams College, Class of '28, and was the New York State Rhodes scholar to Oxford, England. He was a financial counselor for a time and then headed the first real estate clearing house, "Pre-Vues Incorporated." He was a Major in the O.S.S. during World War II, serving in 32 different countries and remained abroad in government service for a number of years. Attending the board meeting were Mr. and Mrs. C. Thurston Chase, Earl Henderson, Frank Bennett and Judge Theriault. Other trustees, who were unable to attend, are Miss Marion Huntington, Dr. Everts Loomis of Hemet, Dr. Frank L. Boyden of Deerfield, Massachusetts, John Holden, head master of Colorado Rocky Mountain School, and O. David Keep, president of Fortnight magazine, who was in New York.

## From Page 1—MORE ABOUT TRAILERS

to 3,000 square feet, large swimming pool, TV reception, all utilities underground, modern laundry, curbed and paved streets, plenty of power and parking facilities, large storage closets, colored cement patios, landscaping, shuffleboard, badminton, paddle tennis. Full sewage connections are provided.

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BOGGESS, Incorporated 2971  
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DAVIS, JOHN C. 3673  
3539 N. Palm Canyon Dr.  
FOSTER, HERBERT H. 3555  
101 N. Palm Canyon Dr.  
FULTON, MURIEL E. 2225  
119 S. Palm Canyon Dr.  
GANNON REALTY CO. 2772  
711 N. Palm Canyon Dr.  
HAMMOND, JAMES 5373  
875 N. Palm Canyon Dr.  
HARRY REID and  
RUSSELL WADE 2855  
850 S. Palm Canyon Dr.  
HASKELL, JOHN & CO. 2594  
456 N. Belardo Rd.  
HEISER, WILLIAM J. 5685  
1546 N. Palm Canyon Dr.  
HICKS, HAROLD J. 2736  
813 N. Palm Canyon Dr.  
ISRAEL, ADOLPH 2981  
671 N. Palm Canyon Dr.  
JAMES, MARTHA 2751  
445 N. Palm Canyon Dr.  
KOTY, FRED F. 5450 or 4620  
1404 N. Palm Canyon Dr.  
JOHNSON, GENE W. and  
MILLER, RAY 3722  
596 S. Indian Ave.  
MATHEWS, CHAS. J. 6821  
MILLER, FRANK W. 2929  
428 N. Palm Canyon Dr.  
MUNHOLLAND & CO. 3673  
1059 N. Palm Canyon Dr.  
NELSON, AMY 4627  
2277 N. Palm Canyon Dr.  
NATHANSON, JERRY 5234  
482 N. Palm Canyon Dr.  
PALM SPRINGS REALTY CO.  
190 N. Sunrise Way 7661  
PALM VALLEY REALTY CO.  
431 N. Palm Canyon 2581  
NICHOLS, CULVER 2182  
861 N. Palm Canyon Dr.  
RAY, TERRY 2064 or 5103  
773 N. Palm Canyon Dr.  
ROCKS, MADGE O. 2992  
278 S. Palm Canyon Dr.  
SHEPHERD, PETER B. 2727  
The Pioneer Realty Co.  
475 N. Palm Canyon Dr.  
VENER, LOUIS 6060 or 5596  
3775 N. Indian, P.O. 1447  
WEINSTEIN, RALPH 2884  
256 1/2 S. Palm Canyon Dr.  
WILLIAMS, JOHN W. 3311  
423 N. Palm Canyon Dr.  
WRIGHT, BILLY 5727  
1063 N. Palm Canyon Dr.

**CATHEDRAL CITY**  
BILES, RUTH 8-4371  
56 Glenn Street  
HILLERY, WILLARD R. 8-3417  
JORGENSEN, E. M. 8-3401  
68-574 Broadway  
SHERRILL, R. H. "Bob" 8-3543  
707 and 713 "D" St.

**COACHELLA**  
RALPH L. STEPHENS CO.  
Hiway 111 and Hill Dr. 8-5205

**PALM DESERT**  
EDITH EDDY WARD  
Palm Desert 76-3431  
ELLSWORTH, BOB 76-3741  
P.O. Box 281

**RANCHO MIRAGE**  
EWART, ESTELLA C. 8-4203  
TAMARISK C. C. AREA  
PALM VALLEY REALTY CO.  
Wander Palms Rd and  
Hiway 111 8-3481

**THOUSAND PALMS**  
CORNELIUS, HAL 393  
THUNDERBIRD AREA  
BURKE, TONY 8-5432  
70065 Hiway 111, 1/4 mile  
west of Thunderbird C.C.



## Faces Court in Hidden Gun Case

Stanley Eugene Gordon, 1862 South Palm Canyon drive, was arrested for violation of the concealed weapons act at 11 p.m., Saturday, when police discovered that he had a loaded .32 revolver under his shirt.

Officer Robert Johnson and Reserve Officer Robert Sandefer made the arrest, following an earlier attempt by Gordon to resist investigation by them. They reported that the suspect attempted to strike them, and used abusive language.

The two officers were called to the scene by Gordon's wife, Alene.

Appearing in justice court Monday, Gordon was given a 30-day suspended sentence and placed on probation for one year, and the revolver was confiscated by police.

## New Villagers

Four Arrive in  
Holiday Season

There were no Christmas babies born in Palm Springs but on December 23 a daughter, weighing six pounds 14 1/2 ounces, was born at Desert hospital to Mr. and Mrs. William F. Alcorn of Angel Springs. Mrs. Alcorn is a teacher in the Palm Springs high school.

On December 28 a son was born to Mr. and Mrs. Keith Herbert of 1153 North Palm Canyon. The baby weighed six pounds 13 ounces.

That same day a daughter, weighing seven pounds 10 ounces, was born to Mr. and Mrs. Leonard Beck of 1141 South Calle Mareus.

And on the same date, a daughter, weighing six pounds 15 ounces, was born to Mr. and Mrs. Johnnie Woods of 670 South Palm Canyon.

## Woman Dies as Result Accident

Gertrude Willis, Yucaipa, was fatally injured when struck by a car driven by Miriam Heidi, Morongo Valley, while walking on Highway 111 near Windy Point about 5:30 p.m., Friday.

The accident was investigated by the California Highway Patrol.

not only for the principal, but for the clerk, nurse, and teachers for special instructional work.

4. A cafeteria to seat all of the pupils at their lunch, with folding wall tables and benches so that it can be used for assemblies, physical education classes, special instruction, and other such needs.

5. The replacement of the desert mix by blacktop or sand, preferably the latter.

YES, I AM SENTIMENTAL about our children. They are the future of the United States. Their education will determine whether this country will remain a leader in scientific progress and an industrial giant among the nations of the world. We must be alert to the needs of our country.

The school bond issue will cost the average house owner less than the price of half a package of cigarettes a day.

## SADDLE & SIRLOIN



New  
Year's  
Eve  
Party

MAKE YOUR  
RESERVATIONS NOW!

- ENTERTAINMENT
- DANCING
- PLENTY OF FUN

Featuring:

"CHARLITA"

STAR OF MOTION PICTURES,  
TELEVISION AND RADIO

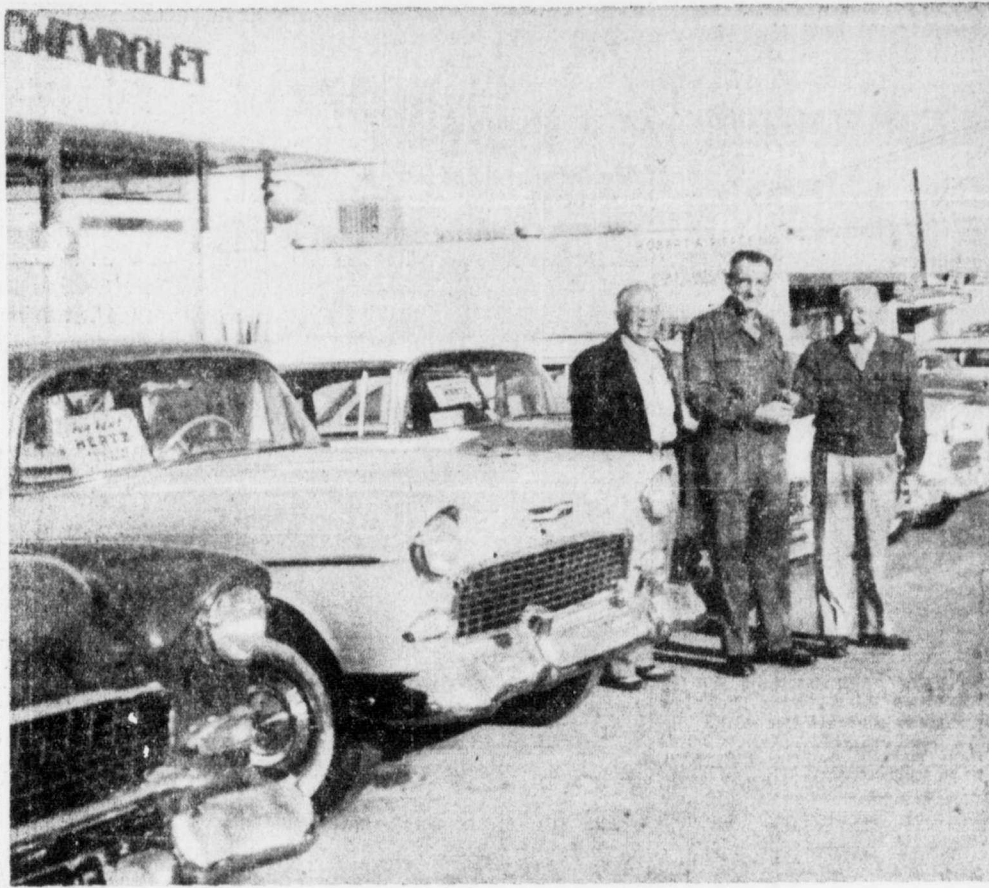
and

"HER MEN OF MUSIC"

For Reservations

Phone 9069 or 5195  
317 N. Palm Canyon Drive

"Our Brand is Tender Steaks"  
You'll hear it again and again

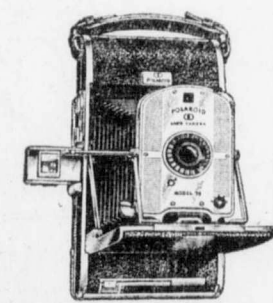


N. K. MacDonald, general manager of the local Herz Driv-ur-Self System office located at the Plaza Motors is presented with the keys to part of a fleet of twenty new 1955 Chevrolets purchased from D. C. Stachler, owner of Stack Chevrolet, and Lee Hooper, sales manager. Herz operates a fleet of approximately one hundred new Chevrolets serving Palm Springs and the adjacent territory with rental car service.

# INVENTORY NOW... try the finest electronic flash FREE



New Lower Price  
See It Here!  
\$37.50  
incl. Fed. Tax  
Brownie  
Movie Camera



\$89.95  
Polaroid

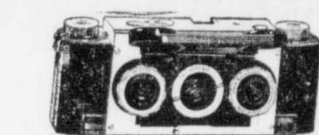
4x5 RB Super D GRAFLEX  
w/2 cut film Septums and Roll film attachment Like new—\$240.00  
KODAK 35 w/Rangefinder Used \$42.50  
ARGUS C-3 — Complete Used \$42.50  
Camera — Case — Flash  
LEICA II — 12 SummarLens, w/case \$127.50  
ARGUS C-4 — w/case \$102.00  
ROLLEIFLEX — w/flash and Solenoid Used \$107.50  
GRAFLEX 22 New \$93.00  
STEREO REALIST Used \$84.50  
300 WATT SLIDE PROJECTORS — w/Blower  
AMERICAN OPTICAL "SKOT" only \$35.95 New  
GOLDE "CROMATIC" \$49.50 New  
TDC MAINLINER \$59.50 New  
VIEWLEX V33L w/changer \$67.00 New  
ARGUS w/changer \$66.50 New

MOVIE CAMERAS  
Brownie Movie Camera \$37.50  
Revere Model 77 w/case was \$109.00 NOW \$87.20  
Rever Model 67 was \$159.50 NOW \$125.20  
w/1 1/2 Telephoto and Case  
Bolex B-8 w/Telephoto lens \$201.00  
3-D PROJECTORS  
500 watt Triad 3-D Projector New \$229.50  
TDC Project-or-View Like new \$144.50  
ViewMaster 3-D Projector A Bargain at \$156.00  
w/case at \$156.00

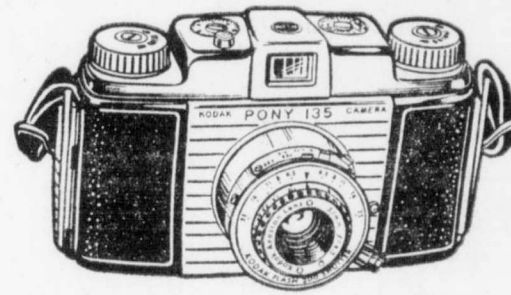
## 24 HOUR DEVELOPING SERVICE

SEE THIS 16-PIECE  
GIFT CAMERA  
PACKAGE  
only \$1365

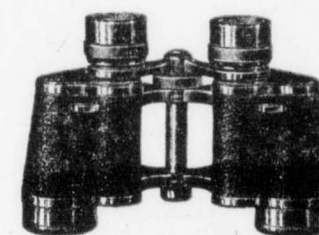
BROWNIE  
HAWKEYE  
Flash Outfit



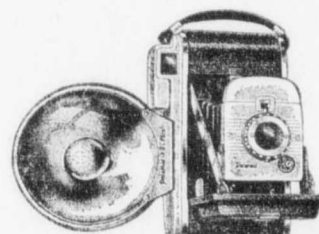
\$159.00



\$29.75



30% OFF



THE Highlander

Now you can enjoy all the fun of 60-second photography — the excitement of lifting beautiful finished prints right out of your camera — for much, much less than ever before!

\$69.95

Marty Kenyon's

# DESERT CAMERA SHOP

288 N. PALM CANYON DRIVE

PHONE 5111

Across from Standard Station

START THE NEW YEAR  
OFF RIGHT WITH  
**CANDINAVIA**  
the finest candy enjoyment

Candinavia Chocolates lb. 1.65  
Fondants, creams, fruits, nuts, hand-dipped in rich chocolate 2-lb. 3.30  
Deluxe Assorted Chocolates lb. \$2  
Extra fancy taste surprises 2-lb. \$4  
Candinavia Thin Mints lb. 1.50  
Delightfully cool mint covered with the richest, darkest chocolate.  
Candinavia Deluxe Dates Tin 2.89  
Big 3-lb. gift tin of plump, ripe-picked fruit. Ideal to ship East.

ORDER NOW  
FOR YOUR ENTIRE GIFT LIST  
Remember  
Family, Friends, Employees...  
and don't forget to have plenty on hand for gracious holiday serving.



Sun Classified Bring Quick Results



## Pro-Amateur Net Tournney Next Sunday

Shadow Mountain Club to be Site of Annual Event

Third annual Pro-Amateur Inter-Desert Club Doubles Round-Robin tennis tournament will be held Sunday at the Shadow Mountain Club starting at 1 p.m.

Shadow Mountain Professional Vini Rurac is defending pro, and has combined with an

## Antiques

WE FOUND AN OLD COLORADO STORE that had some old jewelry in stock and MADE A LUCKY BUY... Now milady can have watch fobs... lockets for her charm bracelet, a few with intaglios at reasonable prices... Also a very few gold slide watch chains still on the original card with blue bow... We also sell china, furniture... old glass... coins... and jewelry... We are always in the market for same.

TRY US

The ANTIQUE SHOP  
82-357 MILES AVENUE  
Indio  
PHONE 7-5135



Go Refreshed with vigorous **CANTEBURY TEA**

For bright refreshment—take Canterbury tea! Taste the difference in that invigorating, full flavor. Notice the way it brings you new vigor, new life. Canterbury's a great tea—and it always costs you less. So go refreshed with Canterbury—in its bright new package...



at **SAFeway**

**BAR-B-Q FOODS**  
**FAMILY STYLE DINNERS**  
**DRAUGHT BEER**  
**THE BARN**  
RAMON RD. & INDIAN AVE.

amateur from his club to win the event each year.

Professionals and their amateur partners from the Racquet Club, Tennis Club, El Mirador Hotel, LaQuinta and Shadow Mountain will compete.

The perpetual trophy is sponsored by the Shadow Mountain Club.

Wednesday, at the Shadow Mountain Club, there were tennis matches between Junior Teams from Palm Springs and Palm Desert.

## Basketball Loop to Renew Action Monday Evening

Regular action will be resumed in the City Basketball League Monday night, with a doubleheader scheduled at the high school gym.

In the first game at 7:30, Green Hornets will meet Banning, and in the second contest at 8:30 Desert Nite Hawks will play Chuck's Shell Station. On Wednesday evening a doubleheader is also scheduled, with Green Hornets meeting Chuck's Shell Station in the opener, and the Army Engineers playing the Twentynine Palms Marines in the 8:30 game.

The Green Hornets are in first place with four wins and no losses.

## Two 58s Low in O'Donnell Play

Two foursomes tied for honors in the weekly Best Ball Foursome at O'Donnell Golf Club last Wednesday, each scoring a 58.

Members of the winning teams were: Fred Duffey, Dr. C. H. Baldwin, J. H. Harris and Fred Kehlet; Earle Strebe, James Adamson, B. F. Shearer and Dick Callison.

Two foursomes were also tied for second with 59s. They were: Ray Sandy, Lew Wagner, Clare Kidd and Bob Mills; Barney Gengenbach, Bob Clark, E. Tomberian and Gordon Prentice.

Six foursomes participated in the popular event.

Next play will be Wednesday, January 5, according to Manager Larry Sitter.

## Square Dancing Returns Jan. 5

Square dances sponsored by the city recreation department will be resumed Wednesday evening, January 5, from 8 to 11, at the Frances Stevens school. Director Howard Hadlock announces.

These dances will be held every Wednesday evening thereafter through the month of April. Admission is by donation with the public urged to attend.

Dances previously were held on Tuesday evenings.

## Reports Trousers Looted of \$25 Cash

Theft of \$25 from his trousers left in his room at a local hotel while he was at the swimming pool Saturday afternoon, was reported to police by Fred Neuburger of Long Beach.



The cry "FIRE" brings an instant picture to your mind—your own home going up in flames and everything in it destroyed.

If that happens, Fire Insurance provides the only certain indemnity you'll receive to help you rebuild. Be sure that your insurance is adequate in the light of today's prices!

**Samson-Curtis Incorporated**  
756 W. Palm Canyon Drive  
PALM SPRINGS  
PHONE 2719

## Indian Varsity Eliminated from Play in Banning

Palm Springs Varsity cagers were eliminated from the Banning High School Block B Basketball tournament Tuesday afternoon by dropping a 46 to 39 decision in the consolation event to the Hemet team.

The Indians put up a fight before being defeated. They trailed 10 to 9 at the quarter and 21 to 18 at halftime, and then rallied for a 33 to 33 tie after three periods.

Charles Jordan dropped in 11 points to lead his team, and Alvin Harrison had eight. Ray Sims of Hemet took game honors with 20.

The Indians lost the opener to Palo Verde high of Blythe, 64 to 43, in a game that saw them behind all the way.

Palo Verde held quarter leads of 15 to 8, 28 to 22 and 48 to 34. Charles Jordan and Alvin Harrison tied for scoring honors for the Indians with 11 points each, with Palo Verde center Rozene Mack taking game honors with 24.

Other opening scores were: Coachella 52, Oceanside 39; Twin Pines 35, Imperial 28; Elsinore 58, Beaumont 46; Vista 49, Fallbrook 42; San Jacinto 46, Twentynine Palms 27; San Diego 39, Hemet 30; Banning 31, Ferris 21.

The local box scores:  
(6) Palo Verde Palm Springs (43)  
(12) Oceanside Blythe (64)  
(24) Mack Hemet (33)  
(18) Martin Judd (8)  
(10) Duval Judd (8)  
SCORING SUBS: Palo Verde—None.  
Palm Springs—Crawford (2), Jones (2).

(46) Hemet Palm Springs (29)  
(20) Sims Laster (5)  
(16) Runch Brubaker (5)  
(2) McCarthy Jordan (1)  
(2) Raymond Judd (7)  
(4) Page Jones (3)  
SCORING SUBS: Hemet—Powell (4), Wagner (4). Palm Springs—Harrison (6).

## No Damage in Fire When Leaves Ignite

No damage was caused by a fire about 6 p.m., Sunday, at the home of George Stewart, 1557 Buena Vista drive, when dry leaves hanging on a vine were ignited by a blaze in an outdoor fireplace. Firemen from Station No. 1 reported.

## Kitchen Cabinet Stolen from Home

Theft of a kitchen cabinet from a new home under construction in the 400 block of West Ramon road, was reported to police Monday by Arthur Coffee, 1631 South Calle Rolph. The cabinet was valued at \$40.

## The Desert Sun—40

PALM SPRINGS, CALIFORNIA

Thursday, December 30, 1954

## The Desert Sun

Established 1927

Vol. XXVIII, No. 38, Thur., Dec. 30, 1954

Published Mondays and Thursdays — except during June, July, August, then on Thursdays only — at Palm Springs, California, by Palm Springs Publishing Co., 174 North Palm Canyon Drive. (The Center) — Palm Springs, California.

PHONE 2249

OLIVER B. JAYNES

Editor and Publisher

WARD J. RISVOLD

General Manager

R. F. Graettinger — Exec. Editor

William Rashall — Promotion Mgr.

Entered at the post office at Palm Springs, Calif., August 5, 1927, under the Act of Congress of March 3, 1879.

10c per copy; \$6.00 per year by mail elsewhere in U.S.; foreign postage extra.

Palm Springs Publishing Co. will not be responsible for unsolicited manuscripts or photos left with or mailed to The Desert Sun.

MEMBER—California Newspaper Publishers Ass'n.

National Editorial Association

Palm Springs Chamber of Commerce

Address all communications to PALM SPRINGS PUBLISHING CO., P. O. BOX 190, PALM SPRINGS, CALIFORNIA

## DIVOTS from PALM SPRINGS

By AVERY ALLEN

THERE ARE STARS in the sky as well as thunder and lightning... there is goodwill in the hearts of men. There's a warm welcome for the neighbor... a deep desire for friendship among nations... a determination to achieve lasting peace. Clouds scud along the horizon... sometimes building up to frightening thunderheads.

Angry voices thunder without reason... and threats, like lightning, break and crash over peoples' heads. Yet the eternal stars are there... stars of Hope, of Faith, of Love... now dimmed or hidden by the clouds... now breaking through with the clarity and brilliance and strength that will not be denied. May these stars be seen and followed by the wise men of all nations... may they light the path to peace. That is the prayer of all people.

THIS HOLIDAY MESSAGE from the Bankers Trust Company of New York is, in my humble book, one of the finest expressions of what is really deep in the hearts of everyone... a sincere and humble desire for the brotherhood of man. For so few to thwart this desire of so many seems an unfair balance... so many want peace... not just a peace of no war... but the deep lasting and satisfying peace that comes when all men of all creeds and faiths and colors are neighbors in fact... each with the willingness to sacrifice for the good of many... each willing to serve well to make it work. And it is coming... in many respects is here now.

Each year as we look backward we see less intolerance, less selfishness, less greed and as each year begins we send a louder challenge out to those whose struggle for power

stands in the way of our achievement of peace.

AS WE CLOSE the book of the year just done let's not look backward with regret or remorse. We have all been remiss to be sure... we have all missed opportunity to serve our best in this great army of brothers. But more was done... and done better... we all are on the march. More opportunities will come this bright new year ahead... new tests of our beliefs... more tests of our strength... big chances to stand up and be counted for our concepts of peace and harmony.

So from America's Winter Golf Capitol... from every one of us so fortunate in being here where we can lift our voices in our beliefs to everyone everywhere... in particular to those whose hearts are yet not ready to receive these thoughts of peace... may we extend our hands in neighborliness. May each handshake of ours find another one to fall in step with us as the Army of the Brotherhood of Man moves on.

## Stanford Poloists to Meet SMC

Stanford University polo team will play the Shadow Mountain team at the latter's field Saturday and Sunday, starting at 2 p.m.

Playing for Shadow Mountain will be Ted Pierce, Lyle Nixon and Lloyd Phillips. Star of the Stanford squad is Dave Duff.

In use at the Shadow Mountain field is a new type goal, which was originated there and now is being adopted nationally. It is a free standing wicket, 12 feet out from the regular goal area.

The public is invited to attend the matches both days.

Las Vegas Nevadas'

**FINEST**



**Flamingo**  
fabulous fun capital of America...

RELAX informally at this exciting resort... EVERYTHING has been thought of for your pleasure and comfort... ENJOY world-famous attractions amid luxurious surroundings... all to fit your budget!

If you haven't seen the fabulous **FLAMINGO** you haven't seen **LAS VEGAS**



Greetings to our Customers: Thanks a million for your patronage, and a million good wishes for the New Year!

**MAHER'S**  
Desert Furniture  
64-239 Dillon Road  
North Palm Springs  
Phone Desert Hot Springs 4-2616



The most delightful sun and fun spot in Palm Springs

## WHERE YOU WILL ALWAYS FIND...

- the best food ever prepared and served
- the best cocktails ever mixed
- the bestest fun you ever enjoyed
- Chef Rexton, internationally known chef formerly with the Racquet Club to prepare any dish you may wish.

KENNY DRAPER at the piano

To play your favorite request tunes

COME OUT AND JOIN THE FUN

NEW YEAR'S EVE no cover, no minimum—regular prices prevail

E.D.KING, gen. mgr.

PHONE 2255

WILLIAM HALLORAN, owner



**HOLLOWAY'S**  
Ready Mixed  
**COCKTAILS**  
Dry Martini, Manhattan or Vodka Gimlet **\$1.98** 5th

**COLONEL'S CHOICE**  
Straight Kentucky  
**BONDED BOURBON**  
Distilled & Bottled in Kentucky  
100 Proof \$4.69 Value **\$3.69** Fifth

Stuart Hill, Kentucky  
**BLENDED WHISKEY**  
86.8 Proof **\$3.39** 5th

Festival Ready Mixed  
**RUM & BRANDY** 5th **\$3.99**

3 Popular Favorites  
**BOMBULA RUM, PARK AVE. GIN, ZAROFSKY VODKA**  
Excellent Mixers  
Your Choice **\$2.69** 5th

Caldwell's Imported  
**SCOTCH**  
Bottled in Scotland **\$4.49** 5th

**CLINTON COUNTY**  
**STRAIGHT BOURBON**  
6 Years Old, 86 Proof  
Makes Excellent Cocktails **\$3.19** 5th

Early Times **STRAIGHT BOURBON** **\$4.81** 5th  
Black & White Scotch **\$6.05** 5th  
Gordon's Dry Gin **\$3.97** 5th

**Mayfair Market** Advertised Prices Good Thru Friday, Dec. 31



**TORINO, CALIFORNIA**  
**CHAMPAGNE**  
Choice of Brut, Pink or Sparkling Burgundy **\$1.79** Fifth

**LOUIS LELONG, IMPORTED**  
**French CHAMPAGNE**  
A \$4.98 Value **\$3.29** 5th

Paul Masson Dry Wine **125** 5th  
**VIN ROSE**  
Christian Brothers **119** 5th  
**SAUTERNE**

Jean LaGasse  
**French Bordeaux DRY WINES**  
Red or White **99c** 5th

Hoffman House, Kentucky  
**Bonded Bourbon** **\$3.98** 5th  
Old English  
**Tom & Jerry Batter** **69c** pt.

Manoir or Verdoux Imported  
**FRENCH BRANDY**  
Five Years Old  
Decanter Bottle - 5th **\$3.39**

Du Blanc, Imported  
**FRENCH VERMOUTH**  
Bottled in France **99c** 5th

**Manoir FINE FRENCH BRANDY**

444 N. PALM CANYON DR.



## Records Set at Post Office on Christmas

Almost 100,000  
Parcels Handled  
by Local Staff

The most important of Santa Claus helpers in Palm Springs the past two weeks was the complement of men of the United States Post Office.

For two weeks prior to Christmas, more than 96,500 parcels were handled by the Village postal department, with local date industries mailing about 1,000 packages of dates a day all over the world. The fast running stamp canceller canceled more than 511,170 letters between the tenth and twenty-fourth of December, with this total being increased by the mailing of an estimated 50,000 pieces of metered mail.

In the back room of the local office, mail had been received and distributed every few hours, making it one of the most successful years for the distribution of mail by the local branch.

Postmaster Merritt Williams and Superintendent of Mails Joe Clapp have averaged 15 hours a day, supervising the post office's 51-man crew, and each member of the staff spent many hours of overtime to expedite the delivery of Christmas-time mail.

Williams, in commenting on the record local mailing, said that this was the eighth straight year that the post office has shown a great increase in Christmas-time mailing.

This year the large mail was anticipated and each day the mail was kept current, and easily handled," Williams said.

## Missed Curb is Painful to Visitor

Ursula Goldsmith, Los Angeles, suffered a fracture of the shoulder when she missed the curb step while walking in the 200 block of North Palm Canyon drive, at 9:36 p.m., Saturday, police reported.

She was treated at Desert Hospital, and then returned home.

## TODAY'S USED CAR SPOTLIGHT

YOUR BUICK &  
GMC TRUCK  
DEALER



1953 BUICK  
RIVIERA 76 R  
Fully equipped. Power  
steering, only 9,000 miles.  
Local car.

1953 GMC  
¾-TON PICK-UP  
4 speed, very clean,  
only 11,000 miles.

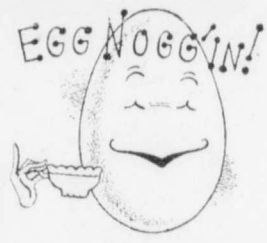
1951 PONTIAC  
2 door Sedan.  
Very clean, good rubber.  
See this one!

1948 STUDEBAKER  
Convertible—Terrific  
Transportation value.  
Overdrive.  
ONLY  
\$395.00

Reputation  
Tradition  
Count in  
Used Car prices

## Desert Inn Garage

193 N. Palm Canyon  
PHONE 4001  
Palm Springs  
See The New  
1955 GM TRUCKS



You need really fresh eggs  
for good egg-nog, and May-  
fair eggs are really fresh  
Because they're kept cool!

## EGGS

Dozen in Carton

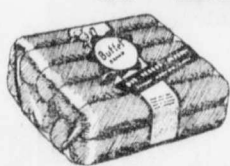
LARGE GRADE A **43c**

LARGE GRADE AA **47c**

If you're making Egg-nog, of course you'll need—  
**C & H Powdered Sugar 2 1-lb. 23c**



## FRANKS



Buffet Brand  
ALL MEAT

Tender, Skinless  
1-lb. cello pkg.

**43c**

Creamy, Sandwich Sliced

**American Cheese 49c lb.**

Marca Gdlo, Italian Dry, Sliced

**Frisco Salami 35c**

3 1/2-oz.  
Pkg.

Oscar Mayer  
SANDWICH  
SPREAD

8-oz.  
Chub **33c**

LASCO  
SEAFOOD  
COCKTAIL

12-oz.  
Jar **59c**

As featured by Walt Jensen on...  
**Quick!**  
What's the Answer?  
MAYFAIR'S RADIO SHOW  
Best Buy for the Week

**CHIC**

Non-fat Beverages

2 12-oz.  
Btls. **29c**

**ZIPPY**

Liquid Starch

Quart  
Bottle **23c**

Libby's

**Tomato Juice 23c**

46-oz.  
Can

Westco

**Sweet Pickles 35c**

22-oz.  
Jar

Arden Processed American

**Cheese Food 69c**

2-lb.  
Loaf

Sunshine

**Hi-Ho Crackers 32c**

1-lb.  
Pkg.

Kraft—Pineapple, Pimento or Olive Pimento

**Cheese Spread 20c**

5-oz.  
Jar



**Thrive in '55  
with Mayfair produce**

Garden fresh, tender, crispy

**CELERY 2c lb.**

Wash. Starking, Red Delicious

**APPLES 25c**

Extra Fancy  
Med. Size

**2 lbs. 25c**

Garden Fresh

**BROCCOLI 10c lb.**

Green and  
Tender

Sweet, juicy, Arizona

**Grapefruit 8 lb. 35c**

Extra fancy, large size  
in polyethylene bag

Beech-Nut Strained

**Baby Foods 39c**

4 Reg. Jars

Safe Bleach

**Clorox 29c**

Half  
Gallon

Cat Food

**Puss n' Boots 25c**

3 8-oz.  
Cans

Sanitary Napkins

**Modess 39c**

Pkg.  
of 12

Swanson's

**Boned Chicken 35c**

5-oz.  
Can

Mild Detergent

**Trend 39c**

2 Reg. Pkgs.

T.V. Time

**Popcorn 23c**

2 Pkgs.

All-purpose Detergent

**News 33c**

Reg. Pkg.

Mayfair will be  
**OPEN 'TIL 8 P.M.**  
NEW YEAR'S EVE  
**CLOSED JAN. 1**  
Open Sunday, Jan. 2

Mayfresh  
**MARGARINE 19c**  
1-Pound  
Carton

Early California, Select  
**RIPE OLIVES 19c**  
Tall  
Can

All Popular Brands  
**SOFT DRINKS 45c**  
FOR

Swanson's Frozen  
**TV DINNERS 79c**  
Chicken Reg. Pkg.  
or Turkey

10c Off on Package  
**SURF SUDS 52c**  
Giant Pkg. 62c  
Less 10c

If You're Staying Up Late You'll Want...

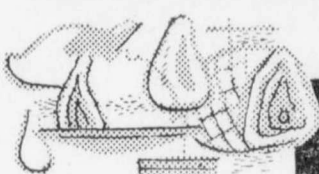
**COFFEE COFFEE**

HUGGINS-YOUNG  
or OLD MANOR  
1-Pound Can

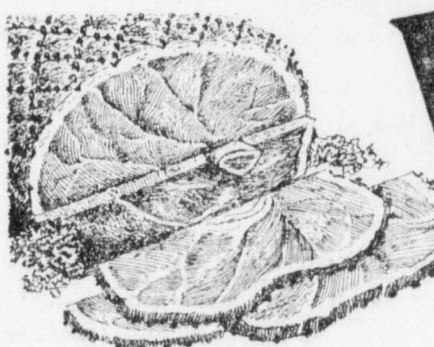
**99c**

AKOLA, Whole  
Roasted, 1-lb. Bag

**89c**



**Thrive in '55  
with Mayfair meats**



**HAMS**

ARMOUR STAR

Hickory Smoked  
Sugar Cured

**SHANK  
END**

**45c lb.**

To make your midnight supper a big  
success, center it around one of these  
super-delicious sugar-cured hams. Serve  
it for New Year's dinner, too!

Whole or Full Shank Half, 55c lb.

**HEN TURKEYS MAYFAIR'S CHOICE BRANDS 53c lb.**

Lean, grain-fed, Eastern  
**PORK LOIN ROAST**

**RIB END 39c lb.**

Whole or Rib half 49c lb.

Armour Star  
**TREET**

Lunch Meat  
12-oz. Can **39c**

Mildly Seasoned, Pure, Bulk  
**PORK SAUSAGE 39c lb.**

Hormel's Minnesota

**SLICED BACON 49c lb.**

1-lb.  
Pkg.

Armour's Star, U.S.D.A. Grade A

**JUNIOR GEESE 53c lb.**

5 to 7  
lbs.

Food Club, Yellow Cling

**PEACHES 23c**

No. 2 1/2  
Can

Pacific Gold, Bartlett

**PEARS 27c**

No. 2 1/2  
Can

Libby's  
**FROZEN PEAS 29c**

2 10-oz.  
Pkgs.

Rose, Frozen, Medium Size  
**BREADED SHRIMP 59c**

10-oz.  
Pkg.

Eatmore, Whole or Strained  
**CRANBERRY SAUCE 17c**

No. 300  
Can

Durkee's  
**MAYONNAISE 43c**

24-oz.  
Jar

Breast of Chicken  
**CHUNK TUNA 29c**

No. 1  
Can

Tender, Sweet  
**GREEN GIANT PEAS 19c**

303  
Can

Assorted Flavors  
**SIOUX BEE HONEY 30c**

12-oz.  
Jar

From Old Vermont  
**HIGHLAND SYRUP 59c**

24-oz.  
Btl.

Underwood's  
**DEVILED HAM 37c**

Large 4 1/2-oz.  
Can

Peak  
**HORSE MEAT 18c**

Tall  
Can

That Real Texas Flavor  
**Gebhardt's TAMALES 23c**

300  
Can

Milk Amplifier  
**BOSCO 35c**

12-oz. jar

Milton's Dijon  
**DRESSING 34c**

8-oz. jar

L. A. Nut  
**PEANUT BUTTER 37c**

12-oz. jar

Glaxo  
**RON AMI 25c**

2 Reg. Pkgs.

Uncle Ben's  
**RICE 25c**

14-oz. Pkg.

Tom Sawyer  
**POTATO CHIPS 29c**

5-oz. Pkg.

French's  
**MUSTARD 10c**

6-oz.  
Jar

Realprune  
**PRUNE JUICE 19c**

24-oz.  
Bottle

All-purpose  
**KRAFT OIL 34c**

Pt. Btl. Qt. 63c

Macaroni & Cheese  
**KRAFT DINNER 27c**

2 Reg. Pkgs.

CIRCUS NUTS  
Virginia Peanuts

**35c**

8-oz. Can

Smokehouse  
**ALMONDS 45c**

6-oz. Can

Smokehouse  
**CASHEWS 49c**

6-oz. Can

444 NORTH  
PALM CANYON DR.  
Palm Springs, Calif.

Advertised prices good  
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**Mayfair**  
SUPER MARKETS



# Christmas Seal Sales Still Shy of \$35,000 Goal

N. O. Norsworthy, county campaign chairman for the Tuberculosis association's Christmas Seal drive reported on Friday that 13,784 contributors had responded to the appeal as of that day.

He said \$26,413 had been received toward the \$35,000 goal.

The total of contributors was 300 more than on the corresponding day in 1953.

Contributions are still being received at the rate of 200 daily. Norsworthy was hopeful that these late contributions would bring the 1954 campaign to its full quota.

From Page 1—MORE ABOUT

## RESCUE

warning to all hikers: "Never hike alone. The untraveled parts of the foothills in this area are rough and dangerous. Jackson was told by Police Clerk Rene Ordway that it was dangerous to hike alone, and paid no heed to her warning.

"If in a group, wear proper clothing and carry proper equipment. One of the most important items is the selection of suitable footwear."

The Desert Sun—6<sup>th</sup> PALM SPRINGS, CALIFORNIA Thursday, December 30, 1954

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TO OUR FRIENDS  
AND CUSTOMERS

We hope your cup of life is filled  
with many moments of pleasure —  
with good health, cheer, happiness,  
prosperity, all — in fullest measure!

**Santos Catering Service**

In The Center

Phone 5277



(Gayle Studio Photo)

THE SANDS of time are rapidly running out on Mr. 1954, so Palm Springs' Howard Manor hotel and lovely Linda Danson combine to send this appropriate New Year's greeting from the sands of the desert spa.

## Car Clouters, Thieves, Fail to Observe Holiday Spirit

Car clouters enjoyed one of their greatest successes in Palm Springs Sunday morning from midnight to 8 a.m., at the same time a warning to motorists was being published in the Monday issue of The Desert Sun.

Twenty cars were entered, a large majority by forcing the wind wing and then opening

the door. Several vehicles had been left unlocked.

IN ADDITION, two burglaries of homes were reported, at the Glenn E. Thomas residence, 14 Palomino road, and at the Jeanette Buckhantz residence, 1211 San Jacinto Way. In each case, officers reported, money appeared to be the motive, with other valuable items left untouched.

Both owners were absent from the city during the time of entry, between Friday and Sunday. It is not known whether or not any items were taken. Entry to the Buckhantz home was made by breaking a window, and to the Thomas home through an open window.

MOST OF THE CAR thefts were in three locations, in the 200 blocks of Via Colusa and Granvia Valmonte, and in the 500 block of North Indian avenue. Two other thefts were at 1038 East Aloha road, where a cashmere sweater valued at \$33 was taken from the parked car of James Hicks, 395 West Camino del Norte, and at 535 East Andreas road, where a coat and two shirts were taken from the parked car of Ted Lotz. Both vehicles were unlocked.

Among the other victims were: J. C. Greene, Los Angeles, flashlight and tools; G. T. Rousseau, Los Angeles, a pair of slacks; N. C. Turner, 276 Granvia Valmonte, two hats; Silver Motors of East Los Angeles, a cashmere sweater and stole; Nathan Cline, West Los Angeles, an electric shaver, gloves and a pair of bifocals; J. R. Laznick of Los Angeles, two unopened Christmas packages.

Stratford Corbett, Los Angeles; E. Coleman Lee, Los Angeles; J. C. Foster, San Francisco; Frank E. Elcock, 276 Granvia Valmonte; Automotive Electric Company, Spokane, Washington; Leon S. Thompson, Pasadena, and J. L. Wilson, Hollywood.

IN HIS WARNING issued last weekend and reiterated Monday, Capt. Orest Johnson, acting chief of police, urged all motorists to remove valuable items from their cars, and to lock the car itself.

"Clothing or other valuables left displayed is an open invitation to entry," he said.

## Aid to Chest

Community Chest coffers were augmented last week by the generosity of Villagers and tourists who visited Ramon Drug and brought their children along for free gifts from Santa Claus.

Conveniently placed beside Santa was the Community Chest box suggesting that contributions would be timely and welcome. As the children spoke with the "Man from Up North," parents dug into pockets and purses and gave generously.

A check was presented to Howard Morris, chairman of the Community Chest, by owner Hy Finerman, who matched the amount collected with his own contribution.

### DESERT MODERNS

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We hope you all  
corral lots of fun,  
prosperity and joy in  
the New Year round-up!



Hiway 111, Cathedral City

PHONE 8-4573

Open 7 days a week from

9 A.M. 'til 7 P.M.

## Ruth Warburton Estate Goes to Son, Russell Selwyn

Entire estate of the late Ruth Selwyn Warburton, well known desert resident and former stage star, will go to her only son, Russell Selwyn, according to her will filed for probate in Riverside superior court Monday.

The estate is valued in excess of \$100,000.

The document filed by Attorney Jerry Giesler and the firm of Thompson and Colegate, indicated the estate consisted principally of jewelry and 50 acres of land adjoining the Thunderbird Ranch and Country Club, the Red Foot ranch.

Mrs. Warburton, first married to Producer Edward Selwyn and later to socialite John War-

burton, made token bequests to her sisters and a brother.

They are Mrs. Nicholas Schenck, Mrs. Max Furman and Fred Wilcox, MGM director. Another brother, Dr. Paul Wilcox, of Kentucky, also survives her.

The son, of Beverly Hills, was named executor without bond.

### Camping Equipment Reported Stolen

Theft of camping equipment valued at \$60 from where he had left it for an hour on Tuesday morning on Ramon road, was reported to police by Richard Kagan of Hollywood.

Items taken included two sleeping bags and a tent.

Relax in Natural Hot Curative Mineral Water

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WHEN YOU THINK

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THE PLAZA  
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## Television Schedule

ON YOUR COMMUNITY CABLE SYSTEM

(Operated by the Palm Springs Community Television Corp.)

Subscribers to our antennae system are offered the finest home entertainment obtainable in the form of television. Our newest Channel 7 can be dialed on Channel 3 locally. Information regarding the installation of the community antennae system in your home and the purchase of a television set, all in one package can be obtained at the Palm Springs Community Television Corporation, 192 South Indian Avenue, or by phoning 2882.

### THURSDAY

#### MORNING

6:55 2 Give Us This Day  
7:00 2 Panorama Pacific  
4 Seven to Eight  
8:00 4 Today—Dave Garraway  
8:55 2 Carson's Coffee Break  
9:00 2 Family Fun Time  
4 Uncle Archie  
7 Breakfast Club  
9:30 2 Arthur Godfrey  
4 Santa's North Pole Review  
10:00 4 Ding Dong School  
10:30 2 Welcome Travelers  
4 Time to Live  
10:45 4 Three Steps to Heaven  
11:00 2 Robert Q. Lewis  
4 Home Show  
11:30 2 Linkletter's Hse. Party

#### AFTERNOON

12:00 2 The Big Payoff  
4 Betty White Show  
12:30 2 Bob Crosby  
4 Feather Your Nest  
1:00 2 Brighter Day  
4 Movie — Crime  
1:30 2 On Your Account  
1:45 9 Crosby's Calling  
2:00 2 Garry Moore  
2:15 9 Mama Weiss  
2:30 2 Portia Faces Life  
2:45 2 Road of Life  
3:00 2 Family Fun Time  
4 Greatest Gift  
9 Queen For a Day  
3:30 2 Strike It Rich  
4 One Man's Family  
3:45 5 Playcrafters Club  
4:00 7 Kukla, Fran and Ollie  
9 Bill Stulla Show  
4:30 4 World of Mr. Sweeney  
5 Movie  
5:00 2 Space Funnies  
4 Pinky Lee  
9 Gene Norman Show  
5:30 2 The Little Rascals  
4 Howdy Doody  
7 Jack Owens

#### EVENING

6:00 2 Cartoons  
4 Hearl-Frandson  
9 Cartoon Express  
6:15 7 News—Hank Weaver  
6:25 2 Sports—Tom Harmon  
6:30 2 News—Doug Edwards  
5 Easy Life  
7 Kraft TV Theater  
6:45 2 Jane Froman—Songs  
9 Captain Video  
7:00 2 Death Valley Days  
4 Meet Corliss Archer  
7:30 2 Name That Tune  
4 Dinah Shore  
5 Hans Chris. Anderson  
8:00 2 Ray Milland Show  
4 Groucho Marx  
7 The Mail Story  
8:30 4 Justice—Legal Cases  
7 T-Men in Action  
9 Into the Night  
4 Dragonet-Webb  
7 Want to Lead a Band?  
9:30 2 Four Star Playhouse  
4 TV Theater—Drama  
10:00 2 Public Defender  
4 Video Theater—Drama  
5 City at Night—Tours  
10:30 2 The Falcon  
11:00 2 News, Sports, Weather  
5 Eye Witness  
11:15 4 Sports  
11:20 4 Movie  
11:30 2 Movie  
1:00 2 Give Us This Day

### FRIDAY

#### MORNING

6:55 2 Give Us This Day  
7:00 2 Panorama Pacific  
4 Seven to Eight  
8:00 4 Today, Dave Garraway  
9:00 2 Family Fun Time  
4 Uncle Archie  
9:30 2 Garry Moore—Variety  
4 Santa's North Pole Review  
10:00 4 Ding Dong School  
10:30 2 Welcome Travelers  
11:00 2 Robert Q. Lewis  
4 Home Show—Women  
11:30 2 Linkletter's Hse. Party

#### AFTERNOON

12:00 2 Big Payoff—Quiz  
4 Betty White  
12:30 2 Bob Crosby  
4 Feather Your Nest  
1:00 2 Brighter Day  
4 Movie  
1:30 2 On Your Account  
1:45 9 Crosby's Calling  
2:00 2 Garry Moore  
2:15 9 Mama Weiss, Cooking  
2:30 2 Portia Faces Life  
2:45 2 Road of Life  
3:00 2 Family Fun Time  
4 Greatest Gift  
9 Queen for a Day  
3:30 2 Strike It Rich  
4 One Man's Family  
4:00 2 Valiant Lady  
5 The Toy Maker  
7 Kukla, Fran and Ollie  
9 Bill Stulla Show  
4:15 2 Secret Storm—Serial  
4 First Love—Serial  
7 Dusty Walker  
4:30 2 Search for Tomorrow  
4 World of Mr. Sweeney  
5:00 2 Pinky Lee  
9 Gene Norman Show  
5:15 2 Space Funnies  
5:30 2 Little Rascals  
4 Howdy Doody  
7 Jack Owens

#### EVENING

6:00 2 Cartoons  
4 Hearl-Frandson  
9 Cartoon Express  
6:15 7 News  
6:25 2 Sports  
6:30 2 News—Doug Edwards  
5 Easy Life  
7 Early Curtain  
6:45 2 Perry Como  
9 Captain Video  
7:00 2 Amos n' Andy  
4 Basketball  
7 The Ruggles  
7:15 5 Popular Science  
7:30 2 Person to Person  
5 Family Playhouse  
7 Rin Tin Tin  
8:00 2 Mama  
4 Red Buttons  
5 Lawrence Welk  
7 Ozzie & Harriet  
9 Championship Bowling  
8:30 2 Topper  
4 Eddie Fisher  
7 Ray Eger  
8:45 4 Sports Film  
9:00 2 Playhouse of Stars  
4 Big Story  
5 Western Varieties  
7 Dollar a Second  
9:30 2 Our Miss Brooks  
4 Dear Phoebe—Comedy  
10:00 2 The Lineup  
4 Foreign Intrigue  
5 Movie  
7 Fabulous Faces  
10:30 2 Year's News Round-up  
4 Regal Theater  
7 Movie  
11:00 2 News  
11:15 4 Sports  
11:30 2 Movie  
5 New Year's Eve  
Jamboree  
11:55 4 Times Square Revelry  
1:00 2 Give Us This Day

### SATURDAY

#### MORNING

7:55 2 Give Us This Day  
8:00 2 New Year's Show  
8:15 9 Bowl Preview  
8:30 5 Tournament of Roses  
9 Tournament of Roses  
8:45 4Parade Preliminaries  
9:00 2 Rose Parade  
7 Rose Parade  
9:15 4 Rose Parade  
10:45 2 Orange Bowl Game  
4 Cotton Bowl Game  
10:55 7 Sugar Bowl Game  
11:00 5 Rose Parade  
12:00 9 Movie

#### AFTERNOON

1:30 2 Lone Ranger  
4 Sports Highlights  
7 Post Game Show  
1:45 4 Rose Bowl Game  
2:00 2 Winky Dink and You  
5 Movie  
2:30 2 Contest Carnival  
3:00 2 Learning '54  
5 Movie  
3:30 2 Charlie Chase Comedy  
4:00 9 Public Service Film  
4:30 7 Rin Tin Tin  
5:00 2 Chronoscope  
4 American Inventory  
7 Smilin' Ed McConnell  
5:15 2 News  
5:30 2 Pet Showcase  
4 American Forum  
7 Space Patrol  
9 Movie

#### EVENING

6:00 2 Western Film  
4 Movie  
7 Boxing  
6:30 2 Beat the Clock  
6:45 7 Fight Talk  
7:00 2 That's My Boy  
4 Call the Coach  
7 Stork Club  
9 The Ruggles  
7:30 4 Ethel and Albert  
8:00 2 Stage Show  
4 Mickey Rooney  
5 Spade Cooley  
8:30 4 So This Is Hollywood  
7 Boxing  
9:00 2 Two for the Money  
4 Imogene Coca Show  
9:30 2 My Favorite Husband  
4 Jimmy Durante  
10:00 2 Henry Fonda  
4 George Goebel Show  
10:30 2 Willy—June Havoc  
4 Hit Parade  
5 Play Marco  
11:00 2 Juke Box Jury  
4 News  
7 Vampira  
11:15 4 Best of Hollywood  
12:00 4 Movie  
5 News Bulletin  
12:05 2 Give Us This Day

### SUNDAY

#### MORNING

9:25 2 Give Us This Day  
9:30 2 Light of Faith  
10:00 2 Lamp Unto My Feet  
4 Youth Wants to Know  
10:30 2 Look Up and Live  
11:00 2 News  
11:15 2 Operation Safety  
11:30 2 Face the Nation

#### AFTERNOON

12:00 2 Now and Then  
5 Ask the Doctor  
12:30 2 The Search  
4 Zoo Parade  
1:00 2 Year of Crisis  
4 Mr. Wizard  
5 Movie  
1:30 2 The Search  
2:00 2 Omnibus  
4 This is the Life  
7 Super Circus  
9 Movie  
2:30 4 Teen-Age Trials  
3:00 4 Get the Facts  
3:30 2 Cavalcade of Books  
4 Norvell Gillespie  
3:45 9 Movie  
4:00 2 Chronoscope  
7 Gordon's Garden  
4:15 2 News  
4:30 4 Good Times  
7 Movie  
5:00 5 Hand to Heaven  
5:30 2 Gene Autry  
5 Eastside Kids  
7 Dick Tracy  
5:45 9 Movie

#### EVENING

6:00 2 You Are There  
4 Meet the Press  
7 Wild Bill Hickock  
6:30 2 Lassie  
4 Roy Rogers  
5 Chico and Pablo  
7:00 2 Private Secretary  
4 People Are Funny  
7:30 2 What's My Line?  
4 All Star Theatre  
7 Playhouse  
8:00 2 Toast of the Town  
4 All Star Theatre  
8:30 9 Mark Saber  
9:00 2 G-E Theater  
4 TV Playhouse  
5 Bandstand Revue  
7 Walter Winchell  
9:15 7 Horizons  
9:30 2 Favorite Playhouse  
9 The Christophers  
10:00 2 Father Knows Best  
4 Loretta Young  
7 Break the Bank  
10:30 2 Larry Finley  
4 Bob Cummings  
11:00 4 News  
11:15 4 News  
11:30 4 Movie  
12:15 2 Give Us This Day



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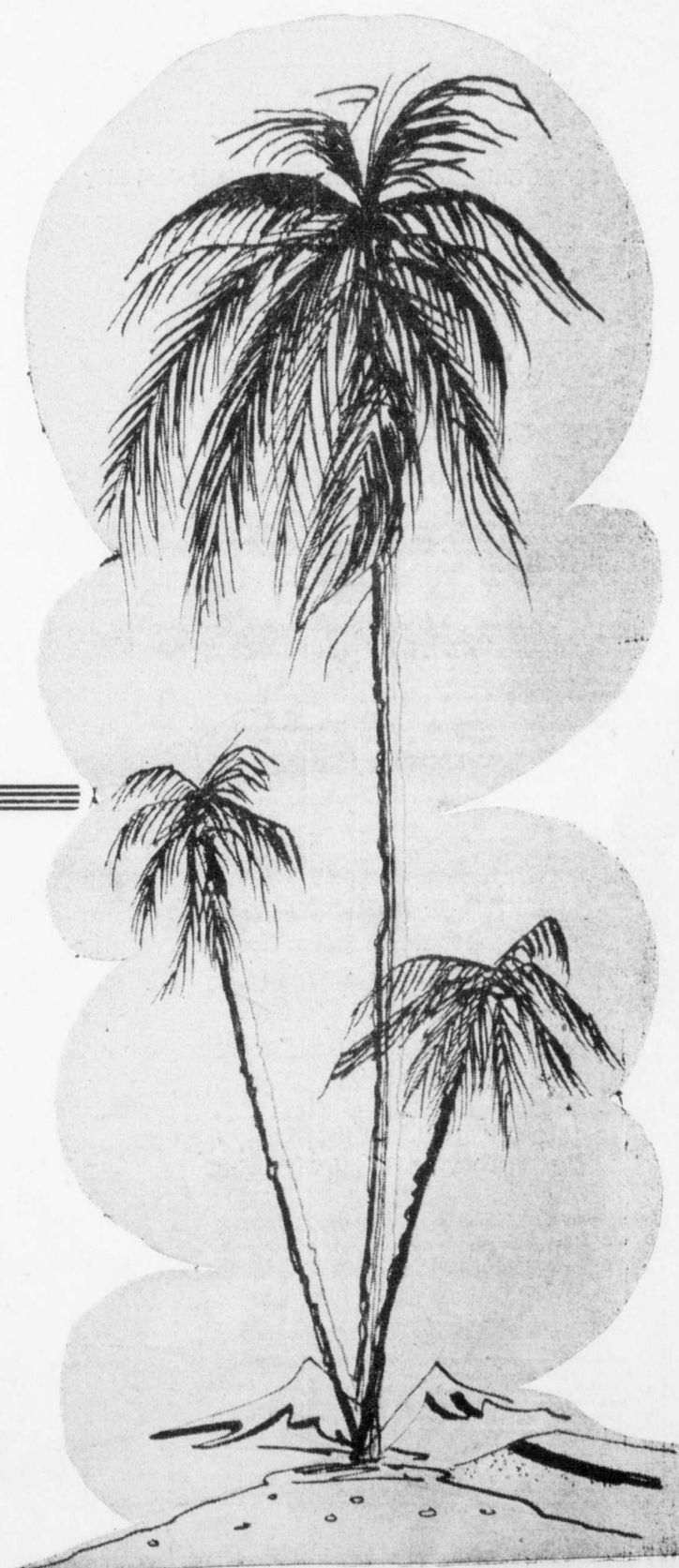
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68-650 Broadway — Cathedral City





## DESERT HOT SPRINGS

By ENOLA HULBERT

### RAMBLINGS AROUND TOWN

It would seem that the entire town was on the go during the holidays. Those who did not have houseguests, departed to be houseguests of friends and relatives. Never has the town been more "on the move." The first concentrated effort to have the town decorated, which the Women's Club sponsored, was very gratifying to the members of the committee, who worked hard to get motels, business houses and private dwellings decorated. The Women's club donated three cash awards to the top winner in each classification: Business, Motel and Home. Ribbons were given for second and third place in each division. The committee, Cecil Neunaber, chairman, Nan Marsh and Eileen Babin, feel that next year an even greater number of places will be decorated. Judges Roy Stewart, Tom Hill, Paul Hadley, Doris Ochs, Lillian Woods were unanimous in their decision that the three "firsts" go to Haidet's Hardware, The Kitchen's Apartments, and Tom Hill. All were outstanding. Second were D.H.S. Builder's Sup-

ply, Palos Verdes Motel, and Dorothy Chester. Third award ribbons went to The Town House, Westbro Refrigeration Service, and J. J. Bailey.

Mrs. J. Marie Ropp is in Laguna Beach, holidaying with her son, R. Macauley Ropp, and her daughter and son-in-law, Mr. and Mrs. A. A. Goetz. She will remain at the resort until after the first of the year.

Mr. and Mrs. Farrell Gallagher spent Christmas in Whittier with Mr. and Mrs. Robert Alexander (Ethel Gallagher's daughter) playing hosts to the family. Also present were Ethel's son, Howard Claxton and his wife Lillian, another son, Myron and his wife, and Mr. and Mrs. Aubrey Wardman. Also present were the Johnson's children; Leon, their Marine son, based at Pendleton, and two daughters Patricia and Catherine, from North Dakota. It was the children's first visit

to California.

The Rev. Father Herbert Cook and Artist Dick Shaw have created a beautiful Manger scene in the St. Elizabeth Catholic church on East Pierson boulevard. It is more authentic than the usual manger, which depicts the Christ Child in a four-sided building, for actually the manger was in a lean-to, part of which was a cave, so Father Cook and Mr. Shaw have built the cave out of rock. It is inside the church and all are welcome to visit it.

The Desert Hot Springs Baptist church was beautiful over the Yule Season too, with a large Christmas tree shedding its light throughout the building.

The First Baptist church Women's Mission Society held their Christmas meeting at the home of Mrs. Ethel Carlson. Mrs. Dave Larsen gave the Devotional. Mrs. Frances McGee had charge of the program.

Mr. and Mrs. Al Volkman had as their Christmas Dinner guests: Mr. and Mrs. J. B. Eldridge from the China Lake Navy Base (N.O.T.F.), Mr. and Mrs. Joe Merrick, Capt. John Sandboly, and Mrs. Frances Grigsby.

Mrs. Anna Miller spent the

holidays in Montebello, celebrating, not only Christmas, but also the Golden Wedding Anniversary of her sister and her husband, Mr. and Mrs. M. Smith.

Ladies of the Jewish Community Group met at Mrs. Natalie Furman's "El Reposo" for a surprise party for Mrs. Ruth Geffin. The party was a farewell to Mr. and Mrs. Geffin who are leaving for the East.

Mrs. Pauline Kull has had as her guests, her sister, Minna Howell from Fresno, who will remain until after the New Year, and her son and daughter-in-law, Mr. and Mrs. Earl Kull, and their son Stephen.

The Donald Hulberts are vacationing in Ensenada, Mexico, for the holidays. With them is their houseguest, Dr. Karl von Schilling who has returned recently from a tour of the East. They will all be back in town for New Years Eve, which they will spend in Palm Springs.

Mrs. Lillian Woods held a continuous "Open House" during the Christmas holidays, serving her famous "Tom and Jerry's" to her many visitors.

## Calectric to Celebrate 50th Anniversary Party Today

California Electric Power Company's Palm Springs district office at 168 East Andreas will hold an open house today (Thursday) marking the company's 50th anniversary. Francis F. Crocker is local area manager.

Open to all Calectric customers and friends, the celebration will continue from 1:30 to 4:30

p.m. and will feature refreshments and tours of local office facilities.

A similar observance will be held at the company's Palm Desert office at 45-100 Larkspur Lane.

Calectric's 50th anniversary cake, selected earlier this year in a series of cake-baking contests held throughout the Calectric system will be served to all guests.

The local celebration and similar celebrations at offices throughout the Calectric system will mark the formation in December, 1904, of the Nevada Power, Mining and Milling Company, the parent company of California Electric Power.

The company's first power source was a hydroelectric plant on Bishop Creek in the High Sierra. Principal power sources today are a 100,000 kilowatt steam electric generating plant at Highgrove, Hoover Dam and hydro plants on the eastern slopes of the High Sierra.

### PAPERS FOUND

Finding of personal identification papers and a return train ticket to New York, with the name of Thomas J. Walsh, New York City, was reported to police Sunday by Goldie Musin Petaluma.

## PALM DESERT

By LOU KUEHNER

### TRADITIONAL CHRISTMAS

Christmas isn't Christmas for the Hal Kapps unless they have their traditional Christmas Caroling Party, Last Sunday, December 19, they had friends over for dessert and caroling. Those present included Messrs. and Mmes. Claude Hoffman, William White from Riverside, Harold Wright from Palm Springs, Ted Smith, Earl Obern, C. H. Burley, and Mmes. Elizabeth Sommerbell, Kaufman, Harriet E. Bloomingdale and Almarine Adams.

On the following Thursday the party was repeated — this time for a different group of people. The Stanley Ring family, the Stewart Trumbles, Mrs. Helen Anderson and her escort, William Turner, and the Lee Odle and Clarence Bosworth families attended the function.

### BIRTHDAY PARTY

Drew Welmar is very fortunate to be able to celebrate her birthday in real holiday fashion. On December 24, she had seven charming young ladies as her guests at the Shadow Mountain Club to help her celebrate her eighth birthday. Favors in the form of chocolate Santas were served, along with candy canes and nut cups. Following luncheon the guests were treated to some specially prepared games by the hostess. Guests present were Cathy Malone, Vicki Wenck, Phyllis Caylor, Judy Nutton, Dorothy Morton, Patti Clark and Trent Barnes.

### PALM DESERT BRIEFS

Mr. and Mrs. Robert Keedy entertained their Bridge Club last Tuesday, December 21. The group consisted of Messrs and Mmes. Kay Olesen, Ken Eckert, Joe Epps, Dan Williams, Ed Hegen (guests from Portland, Oregon who were sitting in for Mr. and Mrs. Bob Ellisworth). Refreshments were served and gifts exchanged.

Don Blanding, world renowned poet, was visiting the Desert Magazine Art Gallery last week. Also perusing the halls was John Hilton, famed painter of desert scenes. Mr. and Mrs. John Raitt spent an enjoyable evening at the Shadow Mountain Club last Monday. John Raitt has just completed a starring role in the Broadway musical, "Pajama Game." Mrs. Rebecca Keene is visiting her daughter and son-in-law, Mr. and Mrs. Robert Keedy for the holidays. The college gang is also in evidence on the desert for the holidays. From San Jose State College comes Karen Olesen. From Menlo Park Junior College comes Gary Olesen, also Donald Genasci who is the nephew of the Howard Ellgoods. Miss Virginia Ray, from the University of New Mexico, is visiting her mother for the holidays.

The Tom Carters had a cocktail party on Sunday, December 19 for some of their Palm Desert friends. The Carters are

## 20 Donate Blood at Monthly Visit of 2-County Bank

An excellent response to the December visit of the Riverside-San Bernardino two-county Blood Bank at Desert Hospital Monday, was reported by Robert Henwood, hospital administrator.

Twenty persons appeared as donors, and 18 were accepted, Henwood said. Quota was 25 pints of blood.

"The 20 persons who took time from their busy holiday season to donate blood were very considerate," Henwood said. "Considerate of themselves, their family and friends — in case of any emergency."

"They demonstrated the true holiday spirit," he added.

Next visit of the Blood Bank will be at Desert Hospital Monday, January 24, from 11 a.m. to 1 p.m. Reservation may be made by calling the hospital, 2251.

### LOSES WALLET

Loss of a wallet containing \$106 in cash, his driver's license and other identification, was reported to police Friday by Jerry Collins, 115 North Palm Canyon drive.

Guests were Mr. and Mrs. Dudley Steele, Dr. and Mrs. Morrey, Mrs. Pete Pierson, Mr. and Mrs. Rudd Hackborn and Mr. and Mrs. Adrian Schwilck.

Dr. and Mrs. Morrey hosted a party at Thunderbird Club last Thursday on family night. Guests were from Palm Springs and Palm Desert. . . . Lake Littlejohn is recovering at the Casita Hospital in Indio from a very serious auto accident. Visiting him are his sons, Dan

and Orin Littlejohn from Texas and George AFB, respectively. . . . The condition of Herbert Shaw is reported much improved.

The William Addingtons and the Rollins are new homeowners in Palm Desert. . . . Many Palm Desert friends were briefed to hear of the death of Mrs. Beatrice Lyons. Mrs. Lyons is survived by her husband Jesse Lyons of the Lyons Plumbing Company.

May your

New Year

be

Joyous

Arthur Elrod Ltd

886 North Palm Canyon Drive

Phone 2824

Heartiest Congratulations and Best Wishes

Blue Skies Trailer Village

We are happy to see such an asset to our wonderful community



SAMSON-CURTIS INSURANCE

756 N. Palm Canyon Dr. Palm Springs

## Wind Fans Fire at Hot Springs

High winds which swept across the desert Sunday were blamed for the complete destruction of a clubhouse at Sky Valley Hot Springs, eight miles east of Desert Hot Springs.

The loss was estimated at \$7,000. The building was completely destroyed and a pile of lumber and carpenters' tools were also lost.

Desert Hot Springs Forestry Division fire fighting unit fought the blaze but was balked by the wind.

A man and a woman, not identified by the CDF unit, were slightly injured.

Congratulations!

Blue Skies

Trailer Village...

During our many years of building we will always remember with pride and pleasure, our part in the construction of America's Most Luxurious Trailer Park.

MHOON & MHOON BUILDING CONTRACTORS

Palm Desert



Open! New Year's Eve!

EL MIRADOR'S

South Pacific Room

- ★ Supper will be Served
- ★ Entertainment
- ★ Fun Galore
- ★ No Cover
- ★ No Minimum

Music by . . . THE GLOOM CHASERS

★ ★ ★ ★ ★

And in the . . . Kuwa Room

Where Fun will be the Main Theme

TEX KIDWELL

Internationally Famous Cowboy Singer

DON MARTEEN

Handsome descendant of the Dons

BOTH WILL SING FOR YOU!

Also no cover . . . no minimum

Frank Bogert, Mgr.



El Mirador HOTEL

PALM SPRINGS, CALIFORNIA

8

Banking MORE DAYS

TO ADD TO OR OPEN YOUR

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\*AND EARN FULL INTEREST FROM JAN. 11



CITIZENS NATIONAL TRUST & SAVINGS BANK OF RIVERSIDE (MEMBER F.D.I.C.)





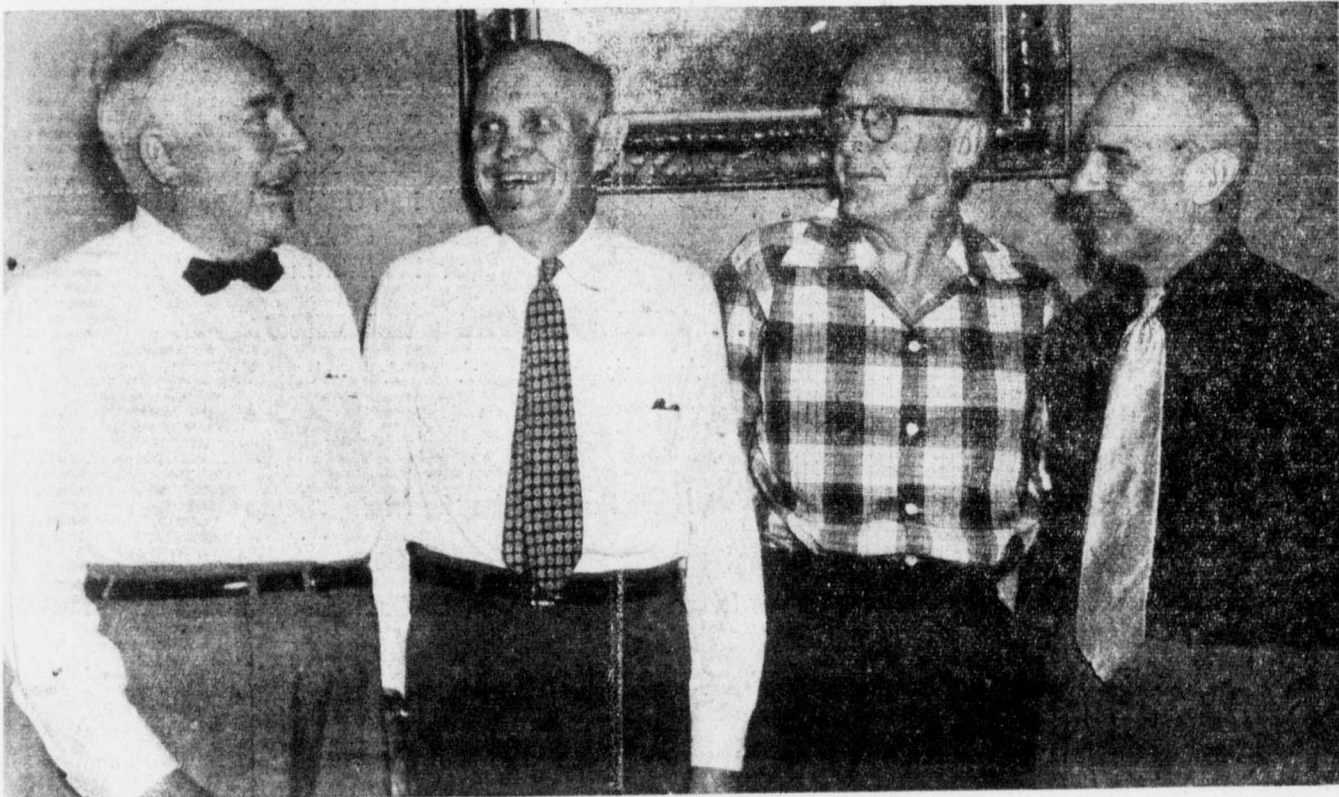
Top news story of 1954 was President Dwight Eisenhower's visit to Palm Springs. His top relaxation were rounds of golf at Thunderbird and Tamarisk Country clubs. Above, the four-some includes Ben Hogan, Paul Hoffman, President Ike and Paul Helms, whose Smoke Tree Ranch home the presidential party occupied while here.



Harry Paisley, 1954 president of the Chamber of Commerce in a successful year.



Many VIPs were desert visitors in 1954. Walter Winchell, Betty Hutton and Governor Goodwin Knight were photographed at El Mirador with Ed Houghton of the hotel.



General James Doolittle, another VIP, is shown on a visit to the desert at a dinner in his honor by the Committee of 25. With him above, left to right, Nate Nilnor, Gen. Joe Cannon of Berlin Air Lift fame and Floyd Odum.



Oveta Culp Hobby, member of President Eisenhower's cabinet, visited Palm Springs on a tour of the United States. Pictured with her at a dinner in her honor are George Murphy, Melba Bennett, Mayor Florian Boyd and Congressman John Phillips.

## NATION'S LEADERS MADE NEWS IN VILLAGE IN '54

CONCLUDED FROM PAGE 1c

Police Chief August G. Kettmann and Mayor Charles Farrell.

This year the story presumably had its ending in the requested resignation of Police Chief John S. Davis, and the reappointment of Kettmann to his former position. No other heads rolled... but the town and all of its residents were after Davis' after he issued a letter blasting the town as a possible future den of gambling and other vices.

There were other resignations among city officials due to offers of better positions. John Keefe, public works director, will take over as city manager of San Bruno; and W. G. Roeseler, planning director, left to become associated with the City of Kansas City, Missouri. Herman Ranes of Yonkers, New York, replaced Roeseler. Named to succeed City Manager R. W. Peterson as treasurer, (he resigned in 1953) was Shelby V. Langford.

THE CITY WAS ALMOST doubled in size during the year

by the annexation of 15 1/2 square miles of land, which by coincidence included the proposed Guiberson cement plant. It was expected that this would end the controversy for all time, but toward the end of the year two residents of the area requested permission from the attorney general to question the validity of the action. Since then, Guiberson has sought sites in Hemet and Peris, with no success anywhere. Civic projects continued under discussion.

Negotiations were started for acquisition of land for a municipal golf course, but as this concerns Indian-owned land, and with added difficulty that of minors, it requires congressional action. This places it in the status of an event to be accomplished in 1955, or even 1956. And that will be only acquisition of land.

REGARDING INDIAN LANDS, another important event was the naming of a committee by Secretary of the Interior Douglas McKay, which is composed

of nine leading industrialists of the United States, all of whom spend most of the winter in the Village area.

This committee will submit recommendations as to what should be done with Indian lands here, and these may be submitted by McKay to congress for enactment. It could be the start of a solution to the long-standing problem here. Another important feature was the decision of Judge William Mathes in the Clem Segundo-U.S. Government suit. It hasn't been definitely settled yet, even though a decision was rendered, as both sides have filed appeals.

THE TRAMWAY of the San Jacinto Mountain Winter Authority continued its progress, with approval of Secretary of the Interior Douglas McKay for a transfer of land, which gave the state agency the necessary rights-of-way for the estimated \$10,000,000 project.

Progress was slow but steady, with cost estimates now on the discussion table. When it will be constructed is still impossible to say, but each day brings it closer to reality. The mountains were a location for other news during the year too. One youth, Wayne Workman, 13, was seriously injured when he fell 40 feet into a canyon. He's on the road to recovery in Riverside General Hospital, but it may take a stay there of six months.

TWELVE OTHER YOUTHS were more fortunate, as they were soon rescued after being lost while en route from the Idyllwild area to Palm Springs. Besides the Tramway as a new tourist attraction for the desert area, a quarterhorse racing permit was approved by the California Horse Racing Board for the Desert Turf Club. Dates have been set for November and December (14 days in all) of 1955.

Permission for establishment of the track still has not been received from the county supervisors, but a movement is now under way to incorporate Rancho Mirage as a city, which

would circumvent the county officials. Opposition to this plan has been encountered, with no decision yet reached.

BUT WITH the granting of permit to the Desert Turf Club, the State Board denied the application of the Palm Springs Turf Club for a thoroughbred permit. This decision is now being contested in court, with the local club asking that the denial be overruled by the presiding judge.

New developments within the city made headlines.

A new post office was approved, and will be located where Harold Hick's real estate office now stands. S. M. Williams was named postmaster, and still another item of interest dealing with the post office, was that receipts reached an all-time high of over \$200,000 last year.

George Cameron Jr., of oil fame, proposed construction of a \$5-million shopping and residential area between Mesquite drive and South Riverside drive, and offered \$1,000 in silver dollars to the person who submitted the best suggestions for facilities to be included there. Noel Clarke purchased The Ranch, and also the adjacent 160 acres, and set in motion plans for a new subdivision.

PALM SPRINGS Unified School District started its plans for a \$2,125,000 bond issue election to cover all building needs in the district for at least the next five years. Dr. Benjamin Goldberg was named chairman of a special steering committee to present the public with facts concerning the need for the bonding program, and to secure its passage. Election is February 15, 1955.

Another election to be held in February is the vote on re-districting of councilmanic districts. A plan has been selected for presentation to the voters, but it does not carry the endorsement of city council.

IN ELECTIONS during the year, Palm Springs was definitely on the Republican side in state and national contests.

The news pictures appearing on these pages are credited to Fred Weigel and Don Klotzbuecher of The Desert Sun staff; The Chamber of Commerce news bureau; and Bill Anderson Photo Studio.



Hollywood came to Palm Springs to make "The Silver Chalice" in CinemaScope. Warner Brothers leading lady, Virginia Mayo, is pictured above with Victor Saville, producer-director, on location near the Village.



Big headline of 1954 was TRAMWAY ASSURED! Earl Coffman, TRAM Authority chairman, and Francis F. Crocker, secretary, congratulate each other as word comes that the biggest obstacle had been removed from the path of the project.



Pauline Regan who ruled over the 1954 Western Week as Queen.



George E. Cameron Jr. announced plans for a huge business development for South Palm Canyon drive. A \$1000 contest in The Desert Sun will be judged to decide the final plans for the project. Above, C. C. Hutchins, manager of the Cameron

Oil company, Mayor Florian Boyd, Russell Wade, Cameron, Fred Ingram of the Bank of America and Attorney Jerome Richardson discuss the development.



# 1954 A YEAR OF MANY EXCITING EVENTS IN CITY

Locally, Howard Poe defeated Fred Duffey for constable and the three councilmanic incumbents, Frank Miller, Jerry Sanborn and Jerry Nathanson, were returned to office.

Palm Springs had its share of noted visitors during the year, including state and national candidates and officials.

Among these were: Oveta Culp Hobby, Secretary of Health, Education and Welfare in President Eisenhower's Cabinet; Orme Lewis, Assistant Secretary of the Interior; Harold Talbot, Secretary of Air; U.S. Senators William Knowland and Thomas Kuchel; Governor Goodwin J. Knight; and on the Democratic side, Richard Graves and Sam Yorty, unsuccessful candidates for governor and senator respectively.

**ENTERTAINMENT.** Industry and sports worlds were also represented at most times during the year.

Dealing with the sports world, top competitors in almost every field were here.

We lost Ben Hogan from Tamarisk Country Club, but gained Elly Vines, Hogan, before his departure, was presented with the \$10,000 Hickok jeweled belt Male Athlete of the Year award.

Other top golf pros making appearances here included Fred Haas Jr., Marty Furgol, Bo Wininger, Dutch Harrison, Doug Ford, Cary Middlecoff, Gene Littler, Julius Boros, Lloyd Mangrum, Ed Oliver, Lew Worsham, Jimmy Demaret, Vic Ghezzi, Lawson Little, Jimmy

Hines, Walter Burkemo. On the amateur side were Harvie Ward, Bruce McCormick, Tommy Jacobs, Ken Venturi, Ted Richards and Dr. Bud Taylor.

**TENNIS PROS** playing an exhibition at The Tennis Club were Jack Kramer, Frank Sedgman, Pancho Gonzales, Pancho Segura, Don Budge. Amateurs who appeared at both The Racquet Club and Tennis Club included Helen Perez, Nancy Chaffee Kiner, Julia Sampson, Dorothy Bundy Chaney, Art Larson, Noel Brown, Tom Brown, Clyde Hippensteel, Bill Crosby, Ted Schroeder and Herb Flam.

Rodeo stars in Village competition were Bill Linderman, Gordon Davis, Casey Tibbs, Don Johnson, Wag Blessing and Gerald Roberts.

And the Seattle Rainiers continued Spring training activities here, and announced plans for returning in 1955.

A new and serious movement was started by desert area residents to reactivate the Desert County, Inc., movement. Organizational meetings have been held, and are continuing. Ted Smith of Rancho Mirage is president.

**THE MOVEMENT** was aided by a Grand Jury investigation of inequalities of county government now existing in the desert area, and its call for correction of these matters.

A clean-up drive was also started for desert highways, but after an initial success it soon became dormant and beer cans

and other debris, if left undisturbed, will soon become a natural feature of the desert.

For beautification, Tamarisk Park was completed and officially dedicated, and grew in popularity throughout the year.

**NOW FOR SHORT NOTES** of other top news stories:

Palm Canyon drive was repaved from the old stone gates near the north city limits to Ramon road, and when completed was changed from four lane to two lane.

Project of widening and improving Palm Canyon drive from Ramon road to past the curve was approved by the state, with the only obstacle in its path being the securing of rights-of-way from several property owners.

Flood control was an important item, and at one time the dyke which protects the south half of the city was the subject of a proposed law suit. Upon its completion also depends the construction of a new bridge at Araby Point.

Ralph Kiner, star National Leaguer for many years, was traded by Chicago to Cleveland.

**TOP CONVENTIONS** during the year were those of MAGIC, Junior Chamber of Commerce, and the Shrine.

United Air Lines announced its application to the CAB for a permit to service the Village. All civic groups immediately joined the campaign.

Dr. Arthur G. Hoff resigned as superintendent of schools ef-

fective June 30, 1955. Bill Dunkerley resigned as Chamber of Commerce manager, and was succeeded by Xavier Lucius. Ray Corliss became publicity director for the Chamber, and an accelerated program resulted.

**THE ENTIRE VILLAGE** mourned the death of Little Bear, who was Palm Springs' own cowgal. She had led every parade here for a quarter of a century.

The city's ordinance regulating picketing was challenged in court, and after an initial defeat the union decided to make a test case of the law by starting picketing without permit on New Year's Eve.

Zaddie Bunker flew 15,000 miles solo around the nation, and brought additional publicity to Palm Springs.

Desert Circus was successful under the direction of George Strebe and Milt Hicks, and \$13,500 was distributed to local charities.

**FIRES CAUSING** the most structural damage were those at: Francis Crocker's home, \$70,000; Ramon Drug, \$40,000; James F. Kelly residence (which also claimed his life), and the Ambassador, \$15,000. Betty Dolf was a victim of an explosion in her apartment, and succumbed two months later.

Everything considered, 1954 was one of the leading "new years" in the history of the Village, and 1955 gives promise of the same.



Six members of city council gather around to make Palm Springs history. It was the signing of the annexation ordinance adding 15 1/2 square miles to the city. Watching Mayor Florian

Boyd sign the measure are, standing, Councilmen Jerry Sanborn, Ted McKinney, Earle Strebe; left, Councilwoman Ruth Hardy and, right, Councilman Jerry Nathanson.



Desert County proposals were revived in 1954 and an active campaign launched. Above are shown Lee Odle, secretary-treasurer of Desert County, Inc., Ted Smith, president and Lloyd Loveland, vice president.



Sworn in by City Clerk Louise McCarn, three incumbent councilmen who were re-elected at the April city election are shown above. They are Jerry Sanborn, Frank Miller and Jerry Nathanson.



Among the three big fires of 1954 was the one, pictured above, which destroyed the Francis F. Crocker home. Mary Crocker, 17, was credited with the saving of the lives of seven others in the blaze.



A. G. Kettmann, left, was re-appointed Chief of Police to succeed John S. Davis, right, who resigned.



Xavier Lucius, left, was named secretary-manager of the Chamber of Commerce, succeeding Bill Dunkerley, who resigned earlier in the year.



Howard Poe who was elected constable for Palm Springs judicial district.



Raymond Sorum, elected president of the board of education.



Hilton H. McCabe, elected in the June primary to the superior court bench at Indio.



Dr. A. G. Hoff who resigned as superintendent of Palm Springs Unified School district, effective at the end of the current year.



The entire desert area rallied in a meeting to protest construction of a cement plant north-west of the Village. At a planning commission hearing in Riverside, pictured above, left to right are Mayor Boyd, Councilman Jerry Sanborn and Earle Strebe, Earl Coffman, chairman of the Tramway Authority, City Manager R. W. Peterson and Dr. Hugh Stephens.



Desert Circus Queen Alice Faye waves from her float in the annual parade down Palm Canyon drive. With her are her two daughters.



The Village listed three air crashes but no fatalities in 1954. An army jet plane crashed at the northern end of the runway. In another crash a heavy wind flipped over a \$20,000 plane and in the third mishap, George E. Goldberg crashed in a single-seater shown above and suffered only minor injuries.



## PUBLISHER'S CORNER

By Oliver B. Jaynes

# HAPPY NEW YEAR

As another eventful year in the history of Palm Springs draws to a close we at The Desert Sun wish to express our appreciation for the interest and support of our readers, advertisers and friends. Each member of the staff is grateful for the opportunity to live and work in this friendly, forward-looking community and is proud to be identified with the newspaper which serves it.

We acknowledge with thanks the many kind words of encouragement and praise we have received during the past twelve months and appreciate also the adverse criticism which has helped us to better serve Palm Springs. It is your interest and patronage that has made it possible for us to grow with Palm Springs and produce a newspaper that is representative of this famed and interesting Desert Resort.

We wish for all of you that the coming year will be filled with the blessings of health and happiness made possible in a large measure through the privilege of living in Palm Springs — and America!

## LIBRARY NOTES

### THOUGHTS FOR A NEW YEAR

From the American Library Association Bill of Rights, adopted in 1948:

"There should be the fullest practicable provision of material presenting all points of view concerning the problems and issues of our times, international, national and local; and books or other reading matter of sound factual authority should not be proscribed or removed from library shelves because of partisan or doctrinal disapproval."

From "An Almanac of Liberty" by Justice William O. Douglas:

"Today, they (libraries) are an indispensable adjunct of community life and adult education. They have helped create an atmosphere of tolerance for new ideas; they have become sanctuaries where men can pursue problems to the periphery of knowledge; they are one of the important influences in our life which make any 'book-burning' project offensive and shocking."

From Norman Cousins essay, "The Garret and the Masterpiece" in "The Common Man Too Common?":

Yes, books can die of burning or neglect. And no one knows

how many books which had been conceived in the minds of their authors were ever written. Hitler did more than merely burn books; he burned the creators of books. There is no answer to this system of preventive cultural assassination. No answer, that is, except one. That is the inspired resolution of free men to keep alive the conditions of creative progress against all attackers—from within and without.

From "Man's Unconquerable Mind" by Gilbert Highet:

"Every library is an assertion of man's durable trust in intelligence as a protection against irrationalism, force, time, and death... libraries are far more necessary now than benefactors like Carnegie ever imagined, because, in the constantly growing flood of useless and distracting appeals to our surface attention—rapidly written magazine articles, flimsy and fragmentary newspapers, and torrents of talk, talk, talk pouring from the radio—they provide a place to rest, to quiet, step off the moving platform of the Moment, and think."

And a very Happy New Year to everybody from the Staff of the Welwood Murray Memorial Library.

## TRY AND STOP ME

By Bennett Cerf

BENJAMIN had never been on a horse in his life, but he was darned if he was going to let the stable master know that on the first day of his vacation. So off

he cantered on a nag looking unconcerned as you please. He did fine, too, till he tried to stop the horse. It paid no attention to him whatever. When it finally trotted into the stable of its own accord, Benjamin was sore as a boil. "This confounded creature absolutely refuses to stop when I tell him to," he hollered. "I want my money back."

"I'm a very busy man," replied the stable master, "and I have no time to listen to your tale of whoa."

A blonde movie star was introduced to Princess Margaret at a London dinner party. Complete mistress of the situation, she tripped while essaying a curtsy, fell on her ear; then asked weakly as she rose, "By the way, how's your sister?"

A collection agency wrote a slick evader at a Park Avenue address. "We hope you can send in the amount of your bill, which is now two years overdue." The slicker actually answered, "What he wrote was, 'Sirs: The amount of my bill is \$818.71. Very truly yours."

A meek little student from Joe Brandt's journalism class at UCLA went to fetch a cup of coffee in the cafeteria near Bob Campbell's book emporium. When he returned, a scowling bruiser had usurped his seat.

"Whaddya mean, it's your seat?" challenged the husky. "Prove it!"

"For one thing," said the student thoughtfully, "I left a piece of blueberry pie a la mode on the chair."

Pinned for drunken driving after his jalopy had careened through a farm yard, demolished a fence, and gone clear through a neighbor's barn, a defendant stubbornly maintained, "I always take that shortcut home."

Dr. Otis Moore recalls a little verse he perpetrated when he was a carefree student in Iowa:

"Little drops of water,  
Frozen on the walk,  
Make the naughty adjectives  
Mix in people's talk."

## Tell-Tale Beverage



## PHILLIPS

I Rise to Remark

The wildlife enthusiasts talk about the "flyways" the birds take, on their migratory travels. They follow set patterns, and woe to the farmers if the flyways cross sprouting fields of grain, or melons, or other commodities, as our friends in the Imperial Valley have learned, at times, to their sorrow. Of course, that problem, like so many others, eventually landed in the Congressional office in Washington, and the solution, developed successfully down in the Valley by Baxter Loveland and Harvey Hastian and the others, was to provide feeding areas for the hungry visitors, and tempt or "urge" them to eat at the indicated lunch counter and not mooch the food that would eventually supply the human market with so much of its winter salad, vegetable or melon diet.

What has all that to do with December in Washington, or the far-eastern crisis, or the control in the 84th Congress? Well, only that I think it would be found that there are flyways for returning Congressmen, and that they have been traveling in the past few days. Over Routes 60, or 70, or 30 or, like your Representative, over 80 and then up Route 1. Any way the political birds, including some geese and most of the lame ducks, are coming back earlier than in other years. I think a lot of us, if we were honest about it, would have to admit that we are back early, to get a rest after a more-than-usual strenuous campaign, and to find out what the changes are apt to be and what is lining up for the next Congress. Congressmen are curious too! Anyway, we are here, and there is much conversation, but little in the way of information, and Christmas will be tomorrow (as I write this letter) and then will come New Year's, and then on January 5 you can look at your TV sets and see the new Congress go into session. The next day, the President will deliver his "State of the Union" speech, and we are all waiting to hear that. It is a closely guarded document, until then, almost as closely guarded as the new Budget Message, which will be sent down a few days later. So, until then,

HAPPY NEW YEAR.

QUOTES

The geese are flying south now: some overhead and others on the highways.—Elizabeth town (Ky.) News.

A guest towel is what often persuades people their hands don't need washing after all.—Town Journal.

The next step will be a cigarette with built-in cough medicine.—Pipefuls, State Mutual Life Assurance Co.

A clever girl's idea of looking after herself is to get some man to do it.—Irish Digest.

Pie is just one of the things a bride doesn't find as easy as.—Changing Times.

## Dr. Benjamin Goldberg

A New Drug

Many of the drugs which have come in the armamentarium of the physician have been derived from plant life. Among these we might mention a very important heart remedy, digitalis derived from the purple foxglove; belladonna which is extracted from the deadly nightshade. In the past several years, a drug of great importance which has been found to be very valuable, has been found to be the whole root extract, or the active ingredient of Rauwolfia serpentina which as it flowers is a most beautiful plant. In Asia, this substance is used to combat snake

bites, dysentery, insomnia, insanity, and fever. In Europe, its value in neurotic or anxiety states has been known for over three hundred years. It receives its name from a German scientist, Rauwolf, who first described it and its possible uses. The "serpentina" was added because of its value in treating snake bites.

In this country, its more recent use goes back only about four years when it was determined by a group of scientists that this substance was very valuable in the treatment of many cases of hypertension or high blood pressure. This use of the drug without any serious associated reactions from it increased its value inasmuch as it could be given to patients who were ambulant and would not require hospitalization for the treatment. Patients who had the severest forms of hypertension, were found to require additional medication in combination with this drug. It also was discovered on taking this drug the individuals developed an emancipation from anxiety complexes, were prone to become more restful and did not suffer from insomnia. Because of the improvement of these latter manifestations, several psychiatrists interested in research in their institutions, experimented with Rauwolfia serpentina in patients who were abnormal mentally and manifested severe excitement. Many of these patients previously could only be controlled in severe restraint such as strait jackets. Taking this comparatively innocuous medication they became very quiet and docile. Most medical men have already started to give their patients the benefit of this valuable medicament and its use has spread rapidly.

Dr. Goldberg is not practicing medicine at this time and cannot answer correspondence.

## Safety Tips

**SAFETY RESOLUTIONS**

Resolved: To comply with all the traffic rules and regulations and, to practice more courtesy in traffic during the coming year.

With New Year's Eve and the annual custom of making resolutions in the office, California Highway Patrol Commissioner B. R. Caldwell suggested these resolutions as a starter for those who are interested in staying alive through '55.

"Each year, the Highway Patrol reviews the traffic accident picture and compiles various statistics for the purpose of planning enforcement and education programs," said Caldwell.

"Preliminary reports indicate that speed beyond the safe limit, fight-of-way arguments, driving while under the influence of alcohol and driving in the wrong lane will again head the list of causative factors."

"Again, indications are that nine out of ten traffic accidents during 1954 were caused by driving errors."

Dennis, the Menace

By Ketcham



\*MAYBE THE SOAP WAS DIRTY?\*

## THIS SIDE of The Sun

By Phat

So it's not Don's  
Way to verify.  
Neither can I but  
I certainly try.

They say half a loaf is better than none. But I took the whole loaf. Haven't written this piece for ten days. First there was that sincere but effortless Christmas greeting December 23. Then last Monday Don Klotzbuecher took over for me with his tale of a trip into Mexico. I had better get back in the groove. Or the top brass may decide to discard this record as worn out.

**THIS IS A STORY** of Freddie and his dog, Mike. Seems when Freddie was a few years younger his parents presented him with a puppy. Presumably a Springer Spaniel. He was named, let us say, Mike. When Mike grew up he outgrew his Spaniel looks and turned out to be a black Shepherd. But these things have their compensations. Because he owned a Shepherd dog, Freddie was selected to be a shepherd in the annual Christmas pageant at a local church. Not just because of the dog, you know, but it helped. Anyway, Freddie cajoled his dad into giving Mike a thorough bath on the afternoon of the pageant. With perturbed soap, yet. Now, Mike is a self-respecting dog. That perturbed soap probably deeply offended him. He disappeared. Came time to go to the church and no Mike.

**FREDDIE WHISTLED** and soon Mike appeared. What a sight! A shaggy with mud and his shaggy hair full of burrs. Seems that to retrieve that wholesome dog smell, Mike had found a puddle. Wallowed. Then rolled in the desert. And certain only an hour away. They brushed Mike the best they could and had him fairly clean by the time he was to receive his cue for the pageant. Freddie and Mike were the hit of the event. (The above story is true and based on the facts. Only the names have been changed to protect the innocent.)

**THAT QUOTATION** immediately reminds me. The producers of Dragnet, one of my favorite TV features, must have a different view each time they come to the air. And when they smell no smog, rush out and take a flock of pictures of the Los Angeles skyline. To build up a stockpile of clear, sunshine pictures of the metropolis. "This is the city, I am a cop." Otherwise, how could they show a different view each Thursday and every picture clear and beautiful? Speaking about Donald K. as I did above, and his trip into Mexico. He wrote: "I had a room overlooking the bar." And later, "I watched the sun come up over the blue Pacific." Now, wait a minute. Ensenada is on the west coast. And he watched the sun come up over the Pacific. From the west? Maybe he DIDN'T overlook that bar!

**NOW THAT CHRISTMAS** is over, I would respectfully suggest that next year, communities give more thought to their holiday street decorations. We have none of the trouble, I am about to mention, in Palm Springs because our Christmas street decorations are not only beautiful but not confusing. Some towns put red and green globes on their street lights. And when you come along in a strange city it's bewildering to separate the Christmas lights from the traffic signals. My driver has abruptly stopped on seeing a red light only to sheepishly discover that it was a Christmas decoration. And the honking horns from the residents who know the score!

**THE OTHER MORNING** I had occasion to call Fred Weigel, The Sun photographer, at slightly before 7 a.m. to discuss a picture assignment. When I finished, Mrs. G. chided me. "That's terrible. Calling a man with six children at this hour of the morning." My rejoinder was: "Madame, we had only two boys. And they always had us up and about long before 7 a.m." Someone called a local home on Christmas Eve. The youngster of the home and its pride and joy, answered the telephone. When asked to call her mother, she replied: "She's busy. Whipping up a Tom and Jerry for Daddy."

**PITY THE POOR MAILMAN.** Just as they get through with Christmas, the state motor vehicle department stuffs five million potential registration cards into the mails... Dry Camp Blackie, companion of that Desert Rat, Harry Oliver, is out of the hospital at last. But he hasn't returned to Oliver's adobe Hacienda at Thousand Palms. He needs to recuperate. But can be reached by mail at Box 411, Palm Springs... The theme song of Palm Springs should be: "Oh, What a Beautiful Morning!"

**L. C. LEWIS** of Cathedral City made this comment after reading about the lad rescued in the mountains last weekend. All hiking parties in the mountains should at least include three members. Then if one is hurt, another can stay with him while a third goes for help. Good idea.

So here's a Happy Fifty-Five. Aren't you glad that you're alive!

## The Voice of Broadway

By Dorothy Kilgallen

ASTOUNDING is the word for the verdict in the case of Dr. Sam Sheppard.

It may be a correct verdict — he may be guilty — but in my opinion it was a verdict wrongly arrived at and therefore frightening.

I heard the same evidence the jury heard. I saw Dr. Sheppard on the stand. I listened to the summations by both sides.

I could not have convicted him of anything except possibly negligence in not locking his back door.

So I am aghast at the verdict, and I think there is every possibility it will be reversed when it reaches the higher courts.

Dr. Sheppard may indeed have bludgeoned his wife to death on the morning of July 4, and as a consequence may be guilty of second degree murder, as found, or even first degree murder, a possibility mysteriously discarded.

But the prosecutors for the State of Ohio did not prove he was guilty any more than they proved there are pin-headed men on Mars.

This is one the lawyers and the laymen alike are going to be arguing about for a long time, each in his own jargon and each for different reasons. It is a meaty judicial problem, just as it is a genuine puzzle for whodunit fans. The grandchildren of the Victorians who debated the Lizzie Borden issues will spend many an hour before the hearth worrying this bone.

But what of the 12 who found Sam Sheppard guilty?

There is no longer any possibility of debate for them; they have judged him a murderer most foul, and in so doing have given a clear-cut answer to a puzzled world.

In the deepest recesses of their consciences they believe he slew her, and if they heeded the law they believe it beyond a reasonable doubt.

What I would give much to know is how?

What fact, or chain of facts, illuminated their decision?

What guidance from on High told them Sam Sheppard beat the life out of his wife, but only in the second degree?

What kept them from giving him the works if they really believed he whacked her 35 times about the face and head and hands, killing her and simultaneously killing the son, she would have borne him this December?

In the news dispatches on the final moments of the trial it was reported that the jurors did not want to talk to newspapermen and explain how they arrived at their verdict.

I can understand their reluctance. If they can tell with any cogency how they came to be convinced that Sam Sheppard murdered his wife, they are smarter than the chief prosecutor who sent him up.

I imagine even John J. Ma-

hon, head of the State's staff in the Sheppard case, would be fascinated to hear the jury's theory of the crime.

Mahon's theory of the crime was that Dr. Sheppard must have done it because it certainly looked as if nobody else could have done it. At least, nobody else the police ever found.

But Mahon, honestly convinced as he was of Dr. Sam's guilt, never was brave enough to fill in for court and jury the hours between 12:30 a.m. when Marilyn Sheppard closed the door on her guests and went back into her house and 5:55 a.m. when the voice of her husband was heard on the telephone saying to Mayor Spencer Houk:

"For God's sake, Spen, get over quick. I think they've killed Marilyn."

Mahon never told the jury he believed Sam Sheppard awoke after 12:30 and talked to Marilyn and quarreled with her, and possibly was hit by her and after that killed her in a terrible fit of rage. He believed it, but he never told it to the jury.

Inspector James MacArthur, brilliant detective who was present in the courtroom every day of the trial, held the theory that Dr. Sheppard awoke and went up to the bedroom to make love to his wife and she repulsed him with a filippine remark about Susan Hayes, "the other woman" in his life, and he became so angry he killed her.

But MacArthur never took the stand to submit that outline of the crime to the jury.

Dr. Lester Adelson, the pathologist who performed the autopsy on the dead woman, theorized in private conversation—not on the witness stand—that Dr. Sheppard was a psychopath, probably a schizophrenic. But the jury never heard that theory.

So what did they believe? What manner of fabulous deduction did they perform to out-think the combined brains of the police and the coroner's doctor and the prosecuting attorneys and come up with an answer to why the murder was done, and when it was done, and with what weapon it was done?

I couldn't figure it out, and I tried, and I have covered a score and more of murder trials.

This is the first time I have ever seen what I believed to be a miscarriage of justice in a murder case.

It is the first time I have ever been scared by the jury system, and I mean scared.

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## NEW YORK CAVALCADE

By Louis Sobol

MIAMI BEACH: A couple of more columnists flew in and so did Johnnie Ray and immediately went shopping for ear muffs and red flannels. Old timers say they can never recall it being so cold here at this time of the year.

It couldn't be colder than the horses that ran for my \$2 bet at Tropical. One or two of them froze right at the starting gate. I know if they could have thawed out, they'd have come through because I had the solemn word of Bill Corum that they couldn't lose.

Joe E. Lewis summed up the weather with his favorite oldie—"I came down here for the Winter—and I got it!" However, the weatherman promised a return to the nice balmy warmth for which this resort town is noted (according to the newspapers here)—and that's just dandy because by then I would be back in my nice, steam-heated apartment in Manhattan.

Just ran into Vaughn Monroe and his family—here at The Fontainebleau for a nice long stay—Vaughn having been tapped to open in the Supper Club which should be finished even as you read this. In fact, I looked out of the window and where there had been wide open spaces in the morning, another favorite place is The Patio where half a dozen violinists pour out sweet melodies around, so you won't be too concerned with your tab.

Arthur Godfrey's purchase of the Kenilworth Hotel is one of the topics of discussion here—the talk being that he and his associates plan to put up another million dollars or more for additional buildings. The famed Park Avenue Restaurant has been sold—or should be at this writing—by the colorful Wingy Grober, who just com-

pleted a deal to buy the Calneva Lodge on Lake Tahoe.

The fun places got going. At Copa City, the bill is headed by Eileen Barton, Peter Lind Hayes and Marilyn Healy, the Red Caps and Damita Jo. Billy Daniels and Myron Cohen have opened at the Casablanca. Johnnie Ray stars at the Latin Quarter. The Beachcomber has a triple-threat bill—Martha Raye, Vic Damone and Jack Carter. Morty Gumpy, who won columnar raves at the Copa, headlines at the Nautilus. (Distributed by King Features Syndicate)

## Doodles

By ROGER PRICE

"PICCOLO PLAYER AS SEEN FROM INSIDE PICCOLO"



If you don't understand this Doodle, what you see are the piccolo players' finger tips covering up the little holes in the piccolo. Doodles like that cause Trouble Makers to write me letters saying "I'm 'coo-coo.' I do not appreciate these letters. I am not 'coo-coo.' These are the same type of Wrong Thinkers who always yell 'Shushh' in movies when I'm explaining the psychological points of the plot to the girl whose way I paid. Or who rap on the door of a telephone booth when I'm trying to catch a quick cat nap. If you ask me, they are the ones who are 'coo-coo' and they should be watched.

A deb is just a young lady with bride ideas.—Northwestern Bell.



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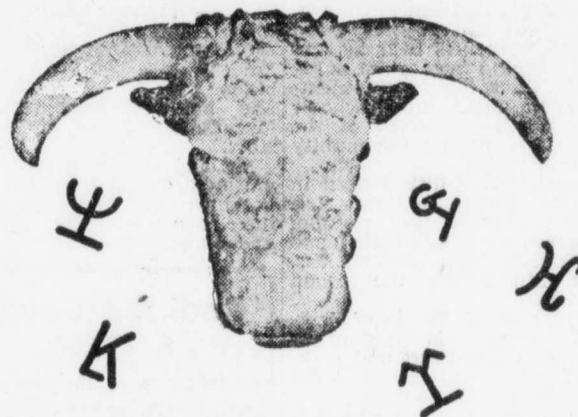
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## Open House for Cathedral City Church Sunday

Cathedral City Community church, of which the Rev. Graham Hunter is pastor, meets for worship on Sunday at 11 a.m., with Sunday School at 9:30. Sunday School teachers are Warner Moon, Mrs. Sam Micelli, Mrs. Alvin Lake, Mrs. Stanley Rozmisky, Mrs. Don Veitch, Mrs. Charles Blair, Mrs. Marion Woody, Mrs. Arthur DeVall, Mrs. E. G. Tomkins, Mrs. George Zentmyer, Mrs. G. Hunter and the pastor.

the Manse, 68-775 D street. The Women's Auxiliary meets Thursday, Jan. 6, 1:45 p.m., with the Misses Tucker, 395 F street.

### Religious Science Lecture on Sunday

The Rev. Douglas Bintliff will lecture on the first two chapters of Ernest Holmes' textbook on Religious Science at services of the Church of Religious Science at 8:15 p.m., Sunday, at the Youth Center.

Dr. Bintliff, of Fontana, conducts services every Sunday evening at the Youth Center.

## Temple Isaiah to Follow Regular Schedule Hours

Dr. George Gillman, chairman of the Ritual Committee of Temple Isaiah announced Monday that there will be no change in the regular schedule of Sabbath worship at the Temple this weekend.

Sabbath eve services will be held at the Jewish Center on West Alejo on Friday night at 8:15. The topic of Rabbi Leon W. Rosenberg's sermon that evening will be, "This is Your Future." Music at this service will be furnished by the Temple choir under the direction of Harry Tomlinson, with Christine Tomlinson at the Temple organ.

The educational departments of the Center are on vacation this week but are scheduled to resume activities immediately after the beginning of the New Year. Sessions of the Adult Institute will be resumed on Monday night at 8 o'clock, the Children's mid-week Hebrew classes will start again Tuesday at 4 p.m.; the Religious school will have its next session on Sunday, January 9, at 10 a.m.

## Services Today and Sunday at St. Paul's Church

Holy Communion will be celebrated today, Thursday, at 10 o'clock at St. Paul's in the Desert Episcopal church. No special services are planned for January 1. However, Holy Communion will be celebrated twice Sunday, at 8 a.m. and 11 a.m. At the 11 a.m. service the rector, the Rev. William A. Blondon, Jr., will preach on "Reaching Outward."

Church school will be held at the usual hour of 9:30 a.m.

### READ SUN CLASSIFIED ADS

## Lutheran Services at Youth Center

386 N. Belardo Road  
Every Sunday at 8:30 A.M.  
Rev. Paul A. Hilgendorf, Jr.  
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A Branch of the Mother Church, The First Church of Christ, Scientist, in Boston, Mass.  
Sunday service, 11 a.m.  
Wednesday Meetings, 8 P.M. (Women's Clubhouse)  
Sunday School, 9:15 a.m.  
271 Ocotillo Ave.  
The Reading Room in The Center is open daily, except Sundays and holidays from 12 to 4.

## "Place to Fill" to be Topic Sunday of Dr. Blackstone

"A Place To Fill" will be the subject of the sermon Sunday morning at Palm Springs Community church at duplicate worship services at 9:30 and 11 by the pastor, Dr. James H. Blackstone Jr. The Chancel Choir will sing "Praise My Soul The King of Heaven" directed by Mr. David Olson.

The evening service will begin at 7:30 with a sound motion picture entitled "The Hidden Heart."

Christian Endeavor Societies will meet at 6:15. The high school in the church parlor and the Junior high group in the youth Chapel. The high school group will have as their subject "One Year To Live."

The Watch Night Service will be held Friday night, at 8 o'clock, and this will be followed by an amateur talent contest. At 11 a Midnight Communion service will start in the church Sanctuary.

### ONENESS AND ALLNESS OF GOD

"Hear, O Israel: The Lord our God is one Lord." This declaration from Deuteronomy (6:4) is the Golden Text in the Sunday Lesson. Sermon on "God" in all Christian Science churches.

"From a material standpoint, 'Canst thou be searching find out God?' questions Mary Baker Eddy in 'Science and Health with Key to the Scriptures.' That spiritual discernment alone reveals God to His children and enables them to reflect His Power and perfection is stressed by Mrs. Eddy when she writes, 'Can matter recognize Mind? Can infinite Mind recognize matter? ... Can the material senses, which receive no direct evidence of Spirit, give correct testimony as to spiritual life, truth, and love? The answer to all these questions must forever be in the negative. The physical senses can obtain no proof of God.' (pp. 551, 284)."

A Bible passage from Job (22:21, 23, 26) counsels, "Acquaint now thyself with him, and be at peace; thereby good shall come unto thee. If thou return to the Almighty, thou shalt be built up, thou shalt put away iniquity far from thy tabernacles. ... then shalt thou have thy delight in the Almighty, and shalt lift up thy face unto God."

### MEET NEXT TUESDAY

City council will hold its next regular meeting at 8 p.m., Tuesday, in the council chambers at the city offices.

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## RANCHO MIRAGE

A recent houseguest of Mr. and Mrs. Boyd Andrews was Miss Gwen Whetman of Seattle, who is a University of Washington student. Miss Whetman returned to Seattle on Thursday with Mr. and Mrs. Andrews when they flew to the northern city from the Palm Springs Airport. The Andrews will spend the Christmas holidays with their families in Olympia, Washington.

Santa Claus arrived in Rancho Mirage on Wednesday evening to be on hand for the Children's Christmas party around the lovely white tree in front of the post office building.

Brad and Lady Mary Davis are the proud parents of a son. The new arrival has been named Scott and both he and his charming mother are doing nicely. Davis is a faculty member of the Palm Springs schools and is also president of the Rancho Mirage Community Association.

Another new little citizen in Rancho Mirage is Carina Lee Miller, who is now residing with her parents in their home on Beverly drive. Mr. and Mrs. Carl Miller are the proud parents.

Mrs. Cora M. Poncin of Seattle, Washington is spending the winter in the desert and making her temporary home at the Casa Verde Apartments.

Artist Mel Bearden and Mrs. Bearden of Hoods Port, Washington have arrived and are spending the winter at their home here.

Home from the hospital in time to enjoy the holidays with her family is Mrs. Estella Ewart who is recovering very satisfactorily. Mr. and Mrs. Ewart have moved their offices into the old post office building where they are conducting business as usual.

Actor Bryon Donlevy was seen in the Kiva Market pushing a cart well stocked with various items to enjoy the holidays and absorb some of the desert sunshine for the period of his stay here.

Mr. and Mrs. Ed Slick of Salem, Oregon are spending a few months here. They are accompanied by their two sons who are thriving on the balmy weather.

Santa (in person of Gene

Waltreus) flew in to the Desert Air hotel on Christmas Day from the North Pole. His plane was decorated with the words "Santa Claus" and a large colored picture of Santa. During the morning he flew over the desert area from Palm Springs to Indio dropping colored balloons. The 600 balloons contained notes that any child finding one should go to the Desert Air hotel and receive a gift from Santa and refreshments. The novel party was held around the hotel's beautiful pool and was thoroughly enjoyed by approximately 200 children.

Don and Isabelle Cameron are in Chicago visiting Isabelle's sister who is seriously ill. She is the former Sally O'Neil.

Christmas houseguests of the Frederick Smiths of B-Glad Manor were Mrs. Smith's sister and brother-in-law, Dr. and Mrs. Charles Cherry of Beverly Hills.

Mr. and Mrs. A. Ronald Burton are spending the Christmas holidays with their family in their new home at Biskra street and Dunes View.

### Cadillac Coupe \$3250.00

1953 2 tone Lite Green. All extras, power steering. Gorgeous. Like new.

### WORCESTER Sun Lodge No. 35

Palm Desert  
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Visiting the Sid Greenleafs for the winter are Mr. and Mrs. Fred Anunsen and Mr. and Mrs. Charles Strickfaden of Salem, Oregon. Anunsen and Strickfaden are connected with the Salem Sand and Gravel company and the Capitol Lumber company in the northwest.

The A. J. L. Hutchinsons spent Christmas at Palo Alto with Hutchinson's mother, Mrs. Sadie Patton Hutchinson and his sister, Mrs. McCabe. The

elder Mrs. Hutchinson, who is ninety-four years old, has been hospitalized for the past three years following a fall. She is the aunt of the famous general, George Patton. Hutchinson is feeling much better following his recent serious illness.

Each evening of this holiday season the air has been filled with the beauty of Christmas carols and other well known Christmas music coming from the Desert Air hotel via loud speakers.

## A REAL WESTERN NEW YEAR'S EVE PARTY AT THE OLD B-BAR-H RANCH

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**STEVE LA RUE**  
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**HARRY MCKENZIE**

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**RITA LUPINO**

**Gala NEW YEARS EVE PARTY!**

*fun... favors... A Good Time!*

Dancing to  
**BILL ALEXANDER**  
and His Orchestra  
**HOME OF DELICIOUS  
HICKORY BROILED STEAKS**  
Reservations  
PHONE 7391 or 5133





(Anderson Photo)

**A LUNCHEON PARTY** at The Tennis Club honored Mrs. William Hogan of Indianapolis who is vacationing here and visiting her daughter, Mrs. John Blish. Mrs. Hogan, seated, is shown with, left to right, Mrs. H. Bedford-Jones, Mrs. Blish and Mrs. William Lake Marcy of Buffalo, New York and Palm Springs.

## First Nighter Dinners to Start Jan. 11

Preceding the opening night at the Palm Springs Playhouse on the evening of January 11 will be the first of the First Nighter Dinners, which will be held at the Racquet Club with Mrs. Thomas Fleming, Playhouse Guild director, as hostess for the evening.

The First Nighter dinners, which will be a regular Tuesday night feature of the theatrical season, will be held at various clubs and hotels. They are open to all theater lovers but reservations must be made by calling Playhouse Guild headquarters at 2595. Dinner time is set for 6:15 p.m. and those attending are asked to be on time as show time is 8 p.m. Dinner price is \$4.50 including tax and tip. Manager Herb Rogers has selected "My Three Angels" for his opening production.

The previous performance will be held the preceding night, January 10, and will be followed by the Sponsors Ball at El Mirador. This is limited to sponsor-members only, because of space.

Mrs. William B. Malouf is general chairman for the Sponsors Ball and Mrs. Stewart Williams is in charge of reservations.

## Hendersons Host Party for Houseguests

Mr. and Mrs. S. Earl Henderson were hosts at a Christmas buffet at their home at 650 Linda Vista drive on Thursday evening. The party honored their houseguests, Mrs. Henderson's sister and brother-in-law, the N. B. Bowdens of San Jose who will be here over New Years.

There was singing and dancing and entertainment by Johnny and Tani Boyle and Mickey Finn.

Among the guests were the Frank Bogerts, Mr. and Mrs. Trav Rogers, Col. and Mrs. Joe Donovan, the William Brills, Dr. and Mrs. Henry Dollard, Dr. and Mrs. Clarence Woodman-see, the Ward Risvolds, Mary Hurrell, Jay Gould, E. Roy Fitzgerald, Mrs. Janet Essroger, and Senator and Mrs. George Maypole, Reginald Schisler of Indio, Ed McCoubrey, the Arthur Baileys, and E. F. Pearsons.

## Millers Host Cocktail-Buffer

On Christmas Eve the home of Mr. and Mrs. Arthur G. Miller at 987 North Patencio, was the scene of a cocktail-buffer, with the house decked with Christmas decorations.

Guests included Dr. and Mrs. Norman Klein and their daughters and sons Clare, Connie, Linda, Buzz and Larry, of Seattle, Mr. and Mrs. A. R. Simon and her mother Mrs. A. Fusterwall, Mr. and Mrs. Harry Charnes, Mr. and Mrs. J. M. Barde of Portland, Mrs. Dorothy Winkler, Mr. and Mrs. Thomas Fleming and son Bud, Dr. and Mrs. Alfred Strauss.

Mr. and Mrs. Harry J. Casey of Portland are at The Desert Inn for a Winter vacation.

## Bridge-Canasta Luncheon Series Starts Thursday

Starting the series of bridge-canasta luncheons at The Tennis Club, the first Ladies' Day will be held January 6, with a special surprise feature planned for the opening party.

Under the direction of Joan McManus, social director, the luncheons will be a regular Thursday event, starting at 12:30. Winning scores will be collected each week, with prizes awarded at the end of the series, Mrs. McManus said.

These luncheons, which are open to members and their guests.

## Visitors Here for Holidays

Dr. and Mrs. Riley Green of Oakland, are here for a four-day visit with his sisters Mrs. Ward Risvold and family of 1818 Mesa drive, and Mrs. H. F. Beglinger and family of Thousand Palms.

Also at the Risvold home for the winter is her father Floyd Green, who came down from Oakland two weeks ago.

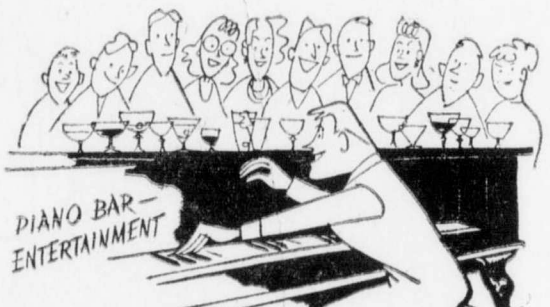
## Drama Trio to Appear on Program

Palm Springs Woman's Club will hold its first meeting of 1955, January 3, at 2 p.m. at the clubhouse.

Mrs. Boyd Andrews will conduct the business session after which members will hear the Drama Trio, a talented group from the University of Redlands. The play is "Roger Williams and Mary," a particularly interesting treatment of a dynamic moment in American history. It is timely, too, because 1955 is celebrated as the three hundred and fiftieth anniversary of the birth of Roger Williams.

The cast consists of James Cavener, the Narrator, who plays diverse roles in the play; Kenneth Topping, who plays Roger Williams; and Leticia Palmer as Mary.

Mrs. William H. Eisenman is tea chairman and she will be assisted by Mmes. Thomas T. Aldwell, Walter H. Adams, William J. Summerbell, R. A. Pierce, John P. Stetson, Paul Leathers, James Goggin, N. H. Beebe and Miss Patricia Dyal. For this occasion Mrs. T. F. Murphy will have charge of the decorations.



**Make Your New Year's Eve**

Reservations Now

**GALA PARTY AND DINNER**

FUN

FAVORS

ENTERTAINMENT

**Dancing to the music of THE VOGUES**

1000 INDIO ROAD

PHONE 2357

TWENTY-EIGHTH YEAR

# The Desert Sun

Page 1-c

Palm Springs, California, Thursday, December 30, 1954

3rd Section

## Around Town

with Hildy Crawford

There's no business like show business... except that it runs second to the newspaper business... in heart-throbbing excitement and fascinating experiences... Our performances may vary... but our audience here in Palm Springs is so responsive... that it deserves nothing but the best... As the curtain comes down on the old year... it seems a good time... to thank all the friendly people... who make Palm Springs such a fabulous place... to live, to work, to play... For even more than the beauty of its stage setting... and the wonder of the kleig-like sunshine... it's the people that make Palm Springs... the box office attraction it is...

Tonight will be a kind of trial run for New Year's Eve... as Vicki and Billy Malouf host a party honoring their houseguests... Mayor and Mrs. Elmer Robinson and the Oliver Rousseaus of San Francisco... And Ruth and Lou Manseau are giving their "Out of Bounds on No. 10" party at their Thunderbird home... After that is the Family Night party at Thunderbird... with Desi Arnez and Dick Guelich as Honorary Maitre D' and Chef... If we miss a few places tomorrow night... this will be the reason...

Col. and Mrs. Joe Donovan (chef with the Air Force and stationed at Hunter Field in Havana) are here to spend the holidays... with Mrs. Donovan's parents, Mr. and Mrs. Trav Rogers of 2949 Vacuquera road... The four will be among New Year's Eve celebrants at El Mirador...

The Ben Gales are hosting a small cocktail party at their Thunderbird home... on New Year's Eve... with dinner later at the club... Among their guests will be Joe and Phyllis Froggatt, Harold and Florence Murphy... Jack and Buddy Bligh...

### Flamingo

Tom and Jeri Hull of Palm Springs and Hollywood... new owners of the Flamingo in Las Vegas, take over operation on January 31... They will fly over there from here today...

Their children will remain here at the Hull home on Calle de Marcia... with Tom and Jeri commuting back and forth...

Jeri will celebrate her birthday on January 13... at the Flamingo... and several people from here will be going over for the dinner dance... including the Dan Dunlaps, Mr. and Mrs. Jack Adams, and Mr. and Mrs. Marion Hicks of Las Vegas Thunderbird... who have a Palm Springs home at Deep Well... Also there for the party will be...

## Santa Claus Pays Visit to Desert Air

Santa Claus arrived at Desert Air hotel at 2 p.m. on Christmas Day. Being an expert pilot, he flew his own airplane all the way from the North Pole. Arriving over the Desert Air he performed all sorts of aerial acrobatics to the great delight of the 225 children who had assembled around the pool awaiting his arrival. Gifts were then distributed and ice cream and cookies served to all the good little boys and girls.

Prior to Santa's arrival, one of his helpers flew over the Palm Springs, Cathedral City, Rancho Mirage, Palm Desert

## Soroptimist Style Show Next Month

Soroptimist International of Palm Springs will take over the Chi Chi Starlite Room for a style show luncheon on Washington's Birthday, February 22, it was decided at the club's Tuesday business meeting.

Members of Soroptimist clubs in Indio, Banning, Beaumont, Blythe, Riverside, Corona and San Bernardino will be invited to attend and the luncheon will be open to the public. Reservations must be made by calling Muri Gallagher at 5894.

Lois Lux will be general chairman for the luncheon, and Indio area, and dropped balloons. Each balloon had a note attached to it which read: "Any child finding this balloon, Santa Claus has a gift for you at Desert Air Hotel at 2 p.m."

Santa said that the children he met in the desert are amongst the best little boys and girls anywhere.


with Mabel Russell in charge of the style show and Trixie Jarrette in charge of the music. Lucille Johnson, club president, presided at the business meeting. It was voted to discontinue secret pals for the coming year.

Mrs. John S. Lapp, Playhouse Guild director, will be the speaker at next Tuesday's luncheon meeting at the Chi Chi. She will speak on the Guild and the Palm Springs Playhouse.

Mrs. John Edward Kelly and her daughter Mrs. Juliet Arnsberry of Washington D.C. are spending several weeks with Dr. and Mrs. H. A. Watson at their home on San Lorenzo road. At the Watsons' Smoke Tree Ranch home, is their son, Campbell Watson of Beverly Hills with his children, Cynthia, Cathy, Tommy and Halford.

Mr. and Mrs. Albert Scott of San Diego spent the Christmas holidays here to be with their daughter Beth. Beth will return home with them and go on to Rancho Santa Fe for New Years.

Mr. and Mrs. Hugh Boswell of Hollywood, spent the Christmas holiday here with their son Jerry Bunker and family.



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Whether for pool construction, service or equipment, Paddock is your unmistakable sign of quality.

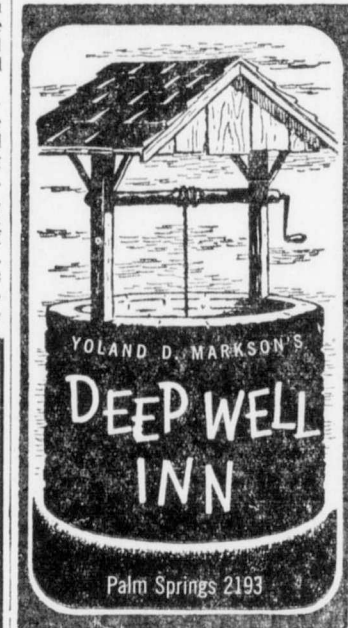
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**New Year's Eve**

When you join the Fun

and

**DINE AND DANCE AT**

the beautiful

**DEEP WELL INN**

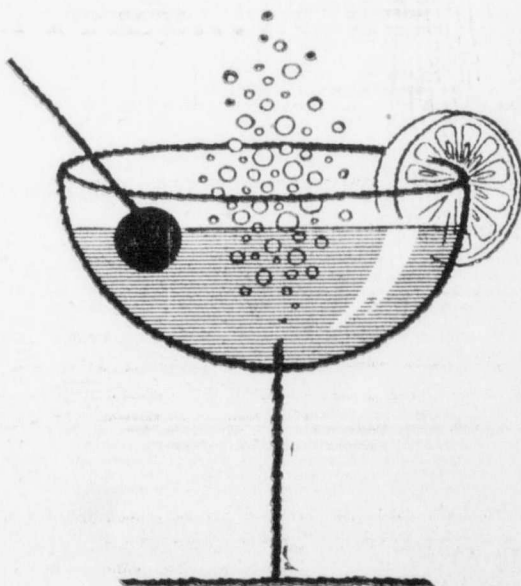
partaking of Santos' superb food and cocktails served as you like them

Music by  
**Todd Gregory**  
and His Orchestra

Dancing from 9 P.M.

Dinner \$10 per person, tax included

Phone 2583 for reservations





(Continued from page 1c)

## Around Town

his poems set to music... It's a typical Christmas carol type of song... and entitled "Hurry, Hurry"... and was sung by a choral group in Beverly Hills for their Christmas program.

Leon Meyer... who was at El Mirador last season... is in the Statler Terrace Room... and writes that he will be down here on a visit... after the first of the year.

The Horace Penderys of Camino Mirasol... are in Honolulu... and expect to be there until April.

Helen Lloyd... who spent Thanksgiving with relatives in Portland... spent Christmas with friends in the Valley of the Moon... The friends are owners of the Sonoma Golf and Country Club... She will be back in her Los Angeles home shortly after the first of the year.

### Visitors Honored

Poinsettias decorated the house Tuesday when Mrs. Noble Banks was hostess at a luncheon at her home at 354 Valmonte del Sur... The party honored Mrs. William J. Hogan of Indianapolis... who is here to visit her daughter Mrs. John Blish... and Mrs. Arthur Seddon of Macon, Georgia... who is spending December here with her sister Mrs. Helen McCullough of Smoke Tree Ranch.

There were about 14 guests. Mrs. Max Schwab was hostess at a pre-Christmas party at the Oasis... honoring Mrs. Seddon... and numerous other small affairs have been given in her honor.

### Open House

Sammy Schitag held open house at his home at 260 Via Las Palmas on Sunday... It was his usual "Around Christmas" party... and his cute little six-year-old daughter Lindsey flew down from San Francisco for a two-weeks visit... in time to be hostess at the party... Among the sixty-some guests

who dropped in for cocktails and hors d'oeuvres were... the Charlie Farrells, Bill Powells, Malcolm Clarks... Glenn and Vivian Austin, the Monte Herberts, Bill and Eve Brooks... Mary Hurrell and Jay Gould, the Joe Grabiners, Scotty Rubin and Deenie Best... Dr. and Mrs. George Kaplan, the Al Hallis, Douglas Whiteys, Sherman Halls... Marilyn Murphy, Marjorie Pohl, Eleanor Tenant, Maxine Lewis... Mr. and Mrs. Hy Goodie of New York, Al Gerstens... Scotty Rubin's invitations... black and white Scotty dogs... are out for his annual New Years Eve party... at his home on El Portal.

### Holiday Here

One of the nation's top psychiatrists... Dr. Meyer Zelig and his wife... are down for a Racquet Club vacation... General Ira Hamblurg (head of Plymouth Rubber company) is also vacationing there... as are... the Bruce Humberstones (he's the motion picture director)... and Vic Orsatti (actor's agent) and his wife who came for the holidays... and the William Burlinghams of Los Angeles... Down for the New Years Eve festivities at the Club are Mr. and Mrs. Toby Wilcox of Balboa... the Alfonso Bells, Paul Masters and Dwight Hirsches... Arriving Sunday for a few days were Violinist Jascha Heifitz and his wife and small child.

Joan McManus... who directs social activities at the Tennis Club in such vivacious fashion... is planning a party a month she tells me... The first is scheduled for the evening of January 21... and will be a White Elephant party... So this is what you can do with those Christmas ties... jeweled mouse-traps... and other gag gifts... and have fun doing it.

Kenneth and Helen Kirk and their two charming young daughters Cynthia and Helen... are at the Kirk home on Camino del Norte for over New Years... They will entertain around 30 friends for cocktails at their home on New Years Eve... before going on to the Racquet Club... where they will share a no-host table with

the Flemings and Maloufs... The Kirks have leased their home for five months... relinquishing it early in January... but expect to be down here frequently during the winter... They will make The Tennis Club their headquarters here.

Mr. and Mrs. Otis "Dusty" Miller of Racquet Club road... went East to New York last week... and sail from there on a South American cruise... They will be away about seven weeks.

It was an old-fashioned Christmas in the elegant manner... with wreaths and garlands... a green tree and poinsettias... at the Frank Ryan home on North Patencio... when they entertained about sixty friends and neighbors at cocktails Thursday evening... Among the guests were... the Harrison Fishers, Gordon Prentices, Tom Flemings... Dick Hanouseks, James Hammonds, George Barretts... J. Ross Clarkes, Jack Kenastons, Jack Blighs... the William Tacketts, George Robertsons, Dr. and Mrs. M. S. Havemann.

One thing I love about Christmas... it seems to bring out the best in everyone... I think that Postmaster Merritt Williams deserves a pat on the back... After an unusually heavy Christmas mail... you would expect to find him at home resting on Christmas Day... Instead of that... he was so imbued with the Christmas spirit that he was down at the post office... and had a window open... just to make sure that everyone received their Christmas mail and packages... He made Christmas a happier time for a lot of Villagers.

Gardeners know that plants and trees flourish here... but sometimes it is amazing... Each year Theodora Fleming decorates the olive tree that stands by the wall in front of their home on Via Lola... and this year she found it had grown so much... she had to use 78 more lights in decorating it.

Jack Dempsey was lunching at Tamarisk on Monday... Next day, same place... Joan Davis... and George Burns with Jack Benny.

It was a nice party given by Gwyneth and Bill Marcy Tuesday night... and it is too bad they won't be here longer... they are charming hosts... It was a pleasant surprise when Dr. Mace and Dorothy Gazda walked in... While they arrived from Chicago a week ago... Dorothy had been in Los Angeles most of the time... getting the right shade of blue on their new 8-passenger station wagon.

Billy Malouf and Tom Fleming were out of town... and Mayor Elmer Robinson of San Francisco was down with a cold... but the three wives



AT THE FLAMINGO hotel in Las Vegas are Tom and Jeri Hull of Palm Springs and Hollywood. Veteran hotel man, Tom Hull recently purchased the popular Las Vegas hotel and takes over operations on December 31. The Hulls also operate the Hollywood Roosevelt. They will maintain their Palm Springs home and commute between here and Las Vegas this Winter.

came together to the party... with the Victor Rousseaus... Other guests were the Bill Eisenmans, Fran Blish and Bob Palmer, the Harold Murphys... Virginia McLaughlin was escorted by attractive Gene Cretsinger (owner of Hotel Laguna)... Dick and Edith Edwards were there... and Joan McManus, Beth Scott, Louise Peale... and a number of others.

### Naval Reserve Officers Meet in Christmas Party

Naval Reserve Officers School, located at Chaffey College, Ontario, held its first annual Christmas dinner and dance at the Officers' Club, U.S. Naval Hospital, Corona,

recently.

Local business men in attendance were Captain Herman Reich, director of the school, and Chief Pay Clerk George D. Gannon, who is the Supply instructor.

The Naval Reserve Officers' School provides courses of study for Naval Reserve officers to qualify for promotion and retirement. Training duty with pay is also available for all students.

## Progressive Party Leads to Dinner

A progressive party that found the guests visiting four different homes and winding up with dinner at Shadow Mountain Club was an event of Christmas night.

The party started at the home of Mr. and Mrs. Henry LaFargue at 1040 Arquilla road, with cocktails and hors d'oeuvres. Ribbons, green for the women and yellow for the men, led under the cocktail table and each was attached to a gift.

The party moved on to the Earl Arnold home at 1305 Calle Palo Fierro; then to the Palm Desert ranch home of Mr. and Mrs. Amos O'Dell; and from there to the Palm Desert home of the Leland Quicks.

In addition to the LaFargues,

The Desert Sun—2c  
PALM SPRINGS, CALIFORNIA  
Thursday, December 30, 1954

the Arnolds, the O'Dells and the Quicks, the party included the Stanley Browns of LaQuinta and Evelyn Sollen and daughter Olive.

Mr. and Mrs. Dan Stinch and children left Monday to motor to Phoenix and Tucson for a week's vacation.

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Home of the unusual in children's clothing  
111 N. Palm Canyon Dr.  
in the Desert Inn grounds

Now's the time for all smart Mothers to stock-up on adorable clothes for her youngsters

**1/3 to 1/2 off**

on dresses  
not all styles in all sizes  
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**1955**

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A CLOSE-UP VIEW OF...

**TOURNAMENT OF ROSES PARADE**  
IN VIVID, STARTLING, REAL-LIFE COLOR

And... A 50 yd. line seat at the Rose Bowl Football Game... U.S.C. vs. Ohio State, in Black & White

**HOWARD MANOR**

BREAKFAST  
Served from 8 A.M.

COME EARLY... For  
Reservations Phone 2227

For the first time in Palm Springs it will be possible to see the Pasadena Tournament of Roses Parade in vivid, startling, real-life color. There's a thrill in store for you!

Both of these two exciting annual events will be seen on the beautiful 19-inch Motorola TV set purchased for this occasion from the Palm Springs Music Company, the only local retail outlet for this color TV set.





HOME AGAIN after a month's vacation spent at the Camelback Inn in Phoenix are Mr. and Mrs. John McClure of 1222 Mesquite. Their daughter Beverly was with them in Arizona.



GIRLS' CHOIR of St. Theresa's sang in the lounge of the Smoke Tree Ranch last Wednesday evening as part of the Ranch pre-Christmas festivities.



(Paul Pospesil Photo)  
NEW SOCIAL DIRECTOR at Hotel the Oasis is Thel Hamilton, who has arranged several holiday affairs at the hotel.

## Increased Social Life at Oasis

Oasis Hotel announces the appointment of Thel Hamilton as new social hostess for this season. Robert Metzdorf, manager, says there will be more parties and social events for the many long-time visitors returning to Oasis for their annual holiday in the sunshine. Mrs. Hamilton joined the Oasis staff prior to Christmas and planned an unusual Christmas Eve party for both the children visiting the hotel over the holidays, and for their parents. Another such party will be given in the beautiful new lounge on New Year's Eve for guests spending the New Year's holidays at the fashionable hotel.

Before coming to the Oasis, Mrs. Hamilton was with El Tovar hotel at Grand Canyon. She has a wealth of experience in dealing with people and has had a varied professional life. At one time she was the only woman designer of shoes, and was widely published in Los Angeles papers. Her hand-made shoes were the only version of the sandals designed with a heel, and were known as "Thongs by Thel of California." Coming west from New England, she owned and operated a tea room in New Haven, Connecticut, and at one time had an antique shop in Marblehead, Massachusetts.

She now plans to make California her home, and Palm Springs each winter.

## Mrs. Gougler is Hostess at Cocktail-Bufferet

With her daughter Deirdre Treacy home from Honolulu and her son Bob here for the holidays, Mrs. Charles L. Gougler entertained Tuesday evening at a cocktail-bufferet at her home at 275 Vereda del Norte.

Honored at the party were Mr. and Mrs. Robert Hall of Brentwood, who are holidaying here with Mrs. Hall's mother Mrs. Eleanor Kane.

Among other guests here for the holiday season and attending the party was Ricky Hyland, son of Mrs. Al Weingart (the former Mrs. Lou Hyland), who attends school near San Francisco, and Bill Randle of Cleveland who is here to visit his sister Mrs. William Eisenman and her husband.

Other guests at the party were: the Burnham Bigelows, Mr. and Mrs. Sandy Lowengart of Los Angeles, the Eisenmans, Frank Scullys, Mr. and Mrs. Ralph Shelley and son Glen, and Mabel Rogers.

READ SUN  
CLASSIFIED ADS



## Something Besides Christmas is Coming! Big December 31st EARNINGS!



AND YOU CAN STILL SHARE in our big end-of-year earnings if you open your savings account on or before December 10th! Take advantage of this opportunity to gain a full month's earnings! To make your dollars add up faster, open or add to your savings account right now!



176 S. Indian Ave. Palm Springs  
Palm Springs Phone — 2954

45-149 Smurr Ave. Indio  
Indio Phone — 7-3416

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### RATES

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Large garage for storage.  
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### Personals

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PALM and Psychic readers, Madames Ann, Marie and Lena. Advice on all problems of life. Private readings, 9 to 9. Appointments not necessary. Same location 15 years, 632 3rd St. Phone 8-9036, San Bernardino.

WEEKEND GROUP, ALCOHOLICS ANONYMOUS, Fridays, 8:30 p.m. Woman's Club, corner Baristo and Cahulla.

ALCOHOLICS Anonymous, Alport, 8:30 Wednesday nights. Phone 2701.

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DRESSMAKING Tailoring — Alterations  
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### Moving and Storage 19

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### Situations Wanted 25

INTELLIGENT, mature woman desires position as companion-housekeeper. Can drive—has own car. Write forwarding particulars to Occupant, 5305 Mountain View, San Bernardino, Calif.

Screened, experienced personnel. Domestic, restaurant, hotel, office, medical.

EMPLOYMENT SERVICE AGENCY 135 E. Andreas Road  
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## The Desert Sun—3c

PALM SPRINGS, CALIFORNIA  
Thursday, December 30, 1954

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SINGLE colored woman, pleasing personality, good cook and housekeeper. Ph. 3347.

BABY SITTING, day or night, in my home.  
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HANDYMAN — Painting, gardening, trailer and home repairs. Ph. 6235 after 6 p.m.

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Cocktail waitress Cigarette girl—steady Typist—5 days ..... \$50  
PBX, desk, steno. Part time.

Hotel Manager ..... \$500  
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Cook, housekeeper ..... \$200  
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Waiters, waitresses, bus boys, cooks. Extra and steady. Many other positions.

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SECRETARY, Sales, Waitresses, Maids, Desk Clerks, Nurses.

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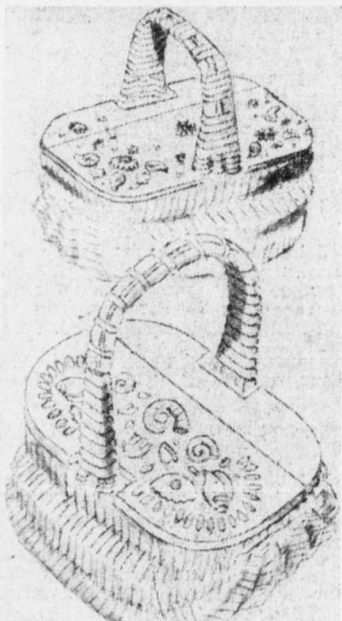
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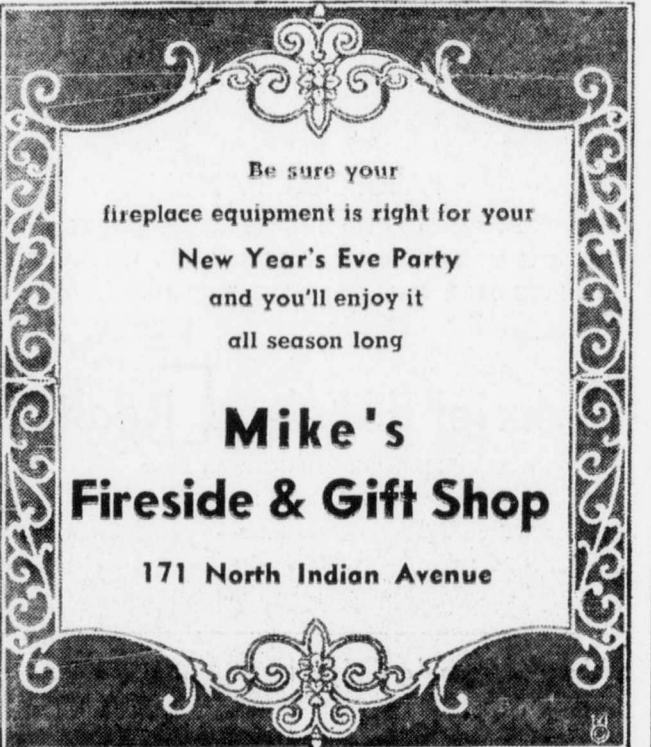
... to accent your resort costumes. Shells, posies or fruit at \$4.98\*. Other embossed with assorted jewels and dresden and lined with dainty prints or brocade at \$10.98\*.

## Adrian's Gift Shop

134 S. Palm Canyon Dr. — next to Plaza Theatre

Open Sundays, and of course, no additional charge for our beautiful gift wrapping.

\* plus 10% Federal Tax



Be sure your fireplace equipment is right for your

New Year's Eve Party and you'll enjoy it

all season long

## Mike's Fireside & Gift Shop

171 North Indian Avenue



LYRIC TENOR, Erwin Ruff, of the Redlands University faculty, will entertain the guests of The Desert Inn Sunday evening at 8:30. The talented musician will be accompanied by Clyde Zulch.

The Asa L. Arnsberg family returned this week to their home at 1329 South Riverside Drive, from their Portland home.

### PLYBOARD STOLEN

Theft of a sheet of plyboard from in front of the carport at his home between Friday and Tuesday, was reported to police by Matthew Ensalcaco, 563 Calle Rolph.

## Naval Officers Meet at Dinner Here January 14

The Southwest Commandery of the Naval Order of the United States will hold its annual Winter dinner meeting at the Racquet Club on January 14.

Around 150 Naval officers, both active and retired, are expected to attend the dinner, according to Commander T. H. James.

Admiral Al Morehouse, who is the Naval officer of the Continental Air Defense with headquarters at Colorado Springs, will be the speaker. The Commandery met here at the Racquet Club about three or four years ago.

## Denslows

Our 17th Season on the Desert Inn grounds (Free Parking While Shopping)

SALE Robes, Housecoats, Challie Gowns Hand-made Lingerie Reduced 10 to 20%

## Denslows

137 North Palm Canyon Dr. PHONE 5732

## Silhouette Contour Salon

## Modern Reducing Studio

Relaxing Treatments

French facials and muscle toning by Simone of Paris.

Professional Reducing Method

Lady physician consultant.

Freda Thomas, Manager

373 South Palm Canyon Drive Phone 2431

(Across the street from Thrifty Drug Store)





## THERESA PRESS

EVERYBODY KNOWS "YOU ARE LUCKY WHEN YOU LIVE IN PALM SPRINGS"

### ECONOMY HOMES

\$2000 DOWN — 2 bedroom furnished home on R-2 lot, rented for 1 year. Room for two more units, close to town. \$13,500.

\$2000 DOWN — 3 bedroom, 100x150 lot, fenced and landscaped, unfurnished except for kitchen utilities and draperies. \$15,000.

TERRIFIC HOME for growing family. 3 bedrooms, 2 baths, large rumpus room or TV room with fireplace, screened patio could be used as extra sleeping room. \$16,500.

### LARGER HOME

REQUIRES SUCH LITTLE CARE you'll "Live the Life of Riley" in this home. The guest house almost pays your expenses. Main house has 2 bedrooms, kitchen and den opens on to southern patio and pool. Completely walled for privacy. Good terms. \$24,500.

YOU'LL LOVE the convenience and plan of this home — 2 bedrooms, 2 baths and maid's quarters, fireplace, 2 car garage, large yard well planted with citrus, large pool with lanai and cabana with 2 1/2 baths. This home has been reduced for quick sale. A good buy at \$27,500.

### RENTALS

FURNISHED in modern — 2 bedroom duplex — \$125. FURNISHED completely — 2 bedroom home, fireplace — \$135. SEASONAL RENTAL. Completely furnished 2 bedrooms, 2 baths, den, fireplace — \$300.

### INCOME

TRIPLEX. Good income, all leased — \$27,500. HOTEL, almost new, 12 units very attractively furnished. \$90,000.

### LOTS

R-1 Lot — \$800.  
R-1 Lot, 100x100 — \$1600.  
R-1, 101x246, one of the few Las Palmas lots left — \$8500.

## THERESA PRESS

REALTOR

611 South Palm Canyon Drive

Phone 5282 or 5294

## MUTUALITY IS OUR ENDEAVOR

TO ATTAIN THE GREATEST POSSIBLE NET RETURN THROUGHOUT THE REMAINING USEFUL LIFE OF THE PROPERTY, SERVES BOTH LANDLORD AND TENANT.

## F. J. Malter & Co.

— Chain Store Developers —  
SALES — LEASES — LOANS

7-5521

Indio, California

Trinity 1871

Los Angeles

### Lots & Acreage

33

LOT FOR SALE by owner — In fine residential area Palm Springs; 120' frontage x 83' deep. Will take what it cost me in 1945. Contact Mazet, Box 37, Balboa Island or Harbor 4781 daytimes.

BEAUTIFUL VIEW, large level lot 150x200 on San Carlos, 2 blocks from Racquet Club, oleanders and trees, border sizes, rear of lot walled. Sacrifice \$4500. 11215 Franklin, Culver City, Exbrook 87634.

CHOICE LOT, 120x164. Just south of 987 N. Patencio St. \$7500. \$2000 down — \$60 month. YOUNGBLOOD Realty Co., 5120 "A" St., Ontario, Calif. YU 618211, LY 23113.

1/2 ACRE LOT, good location, good view of mountain and valley, or will build to suit. BOZE BUILDER, Ph. 5370.

### For Sale or Exchange

1951 CADILLAC sedan for equity in house or 1954 Cadillac. Phone 7989 after 5 p.m.

### Real Estate—For Sale 35

## OUTSTANDING Reliable Values

MODERN 10 unit furnished court, central Indian Avenue location. Large swimming pool, lobby and refrigerated air conditioning in each unit, excellent returns. \$115,000. Terms or offer.

HOTEL SITE — corner lot 118x207 on Indian Avenue, best hotel district. \$25,000, terms.

FURNISHED 2 bedroom house and 2 bedroom guest house with individual full bath each, exclusive corner location. \$25,500, terms.

LARGE modern furnished bedroom apartment, best location in town. Luxuriously furnished, adults only. Will lease for year or season. Attractive rental.

For Real Values in Real Estate Buys Consult

## ADOLPH ISRAEL

Realtor and associates  
671 N. Palm Canyon Ph. 2981

Winter Hideaway  
FOR RETIRED bachelor or couple who are income minded; every room has a separate entrance. A versatile 4 large room home with 3 baths and 3 Frigidaires, completely furnished for only \$16,500. Call: FRED KOTY—4620

The Desert Sun—4c  
PALM SPRINGS, CALIFORNIA  
Thursday, December 30, 1954

## TERRY RAY

LUXURY HOMES  
CHOICE location. 3 bedrooms, 3 baths, fireplace, town plate switches, built in stove, forced air heat, central light control, refrigerated cooling, double garage, dishwasher, garbage disposal, pool. \$41,500.

INCOME  
TENNIS CLUB area. 12 unit hotel, room for more, pool. Reduced to \$65,000.

SPECIAL  
LARGE residential lot. \$1800.

BRAND NEW HOUSE  
2 BEDROOMS, \$10,850, \$2000 down.

NEW HOUSE  
3 BEDROOMS, 2 baths, fireplace, forced air heat, cooling, oversized lot, \$16,950. Small down.

CASH OUT  
11 UNITS on Palm Canyon Dr. 170 foot business frontage. 1 acre property, large pool, only partially developed.

TRADE  
WHAT YOU HAVE  
FOR WHAT YOU WANT  
Vacant and improved Palm Springs and out of town properties, total value \$185,000, will trade all or part for Palm Springs income.

REALTORS  
Jules De Vorzon Howard Palmer  
Ernie Dumlevie  
Helen Churchill Joyce Chapman  
773 N. Palm Canyon Ph. 2064

## James Hammond

REALTOR  
875 N. Palm Canyon Drive  
Phone 5373

PARTIALLY furnished, 2 bedroom home with rumpus room, ideally located. Walled and landscaped. \$18,500.

NEW, 3 bedroom, 3 bath home in Merito Vista. Landscaped and walled. Priced to sell.

HILLSIDE home with gorgeous view, 5 bedrooms, 3 baths and furnished. Lanai with barbecue, furnace heat, garage. Terms. \$31,500.

All types rentals—Season or by the year.

Associates  
Esther P. Hammond  
Eve Morgan Chas. Mathews  
Marian Mathews Lisa Jones

2 BEDROOM HOME on reservation, North end. Splendid condition. \$4650 takes it! \$2000 down, \$50 month. This is the best buy that has been offered on the reservation this year. Write Box 593 or Phone 5372 after 6 p.m.

HOTEL AND APARTMENTS  
11 units. Heated pool. 1225 N. Indian Avenue

## DON'T SHOOT YOUR NEW YEAR'S CANNON 'TIL YOU'VE HAD A TALK WITH GANNON

and Associates  
HOMES

\$ 9,750—\$750 DOWN. New 2 bedrooms unfurnished. 12x23 living room. 7x10 service room, carport. Nice location. \$90 month on balance includes taxes and insurance. Call — Henry Burton.

\$10,750—\$1750 DOWN. New 2 bedrooms, service and storage room, carport, large living room, ample closets, heating and cooling. Finest modern construction. Excellent residential area. Balance \$95 month includes taxes and insurance. Call — Henry Burton.

\$15,975—\$2500 DOWN. New 3 bedrooms, 2 baths, living room 17x23, kitchen 10x19, breakfast bar, Swedish fireplace, central gas furnace and cooling ducts, sliding glass doors to patio area, 2 car garage, completely insulated. Tropical roof, large lot. Centrally located, near schools. Balance \$120 month. Call — Al Ziskin.

\$21,500—\$6000 DOWN. For a large family, 4 bedrooms, 3 baths, dining room, service porch, large kitchen with loads of cabinets, living room and den, large walled and landscaped corner lot. Will sell furnished including television. Call — George Gannon.

\$32,500—\$12,500 DOWN. Modern 4 bedrooms, 2 1/2 baths, Servel heating and cooling system. Hardwood floors partially carpeted. Beautiful view from large living room to south enclosed patio. Flagstone fireplace. Large lot completely walled and landscaped. South-end location near Calhoun school. Call — Geri Fredericksen.

\$45,000—BEAUTIFUL, NEW, modern Las Palmas home. 3 bedrooms, 3 baths, custom built for real desert living. Grounds completely walled and landscaped. South patio with swimming pool, \$45,000, including carpets and drapes or buy completely furnished. Call — Jim Morton.

### UNITS

4 — NEW, MODERN, well designed one bedroom unfurnished apartments. Large living area, heated and cooled throughout. Completely insulated. Tropical roof. Good location \$25,000 full price — \$5000 down — balance \$177.52 month.

## GANNON REALTY CO.

REALTORS

711 N. Palm Canyon Drive

Phone 2772

## HICKS FEATURED VALUES

MODERN TWO BEDROOM, two bath home. Smart den, fireplace in living room. The heated pool is a gem and watering the lawn is a breeze because of the sprinkler system. Tastefully furnished and the price is only \$29,500.

WALLED CONTENTMENT in this modern ranch style home in tip top condition. One of the best constructed homes in Palm Springs. Walls and ceilings fully insulated — no expense spared on details and materials. Also has Servel heating and refrigerated cooling plant in basement. Large living room opening onto glassed lanai area and patio. Full size separate dining area. 3 master bedrooms with 3 full tile baths. 2 car garage. Large and completely walled lot with extensive landscaping. Choice Las Palmas area. For sale unfurnished at less than reproduction cost. A very special home for a discerning client. \$39,500

## HAROLD HICKS

REALTOR  
S13 N. Palm Canyon Drive Phone 2736  
Mildred Jackson Associates Ray Baur  
Burnham Bigelow Paul Aust Ken Herman

## Peter B. Sheptenko

OFFERS THE BEST BUYS IN  
PALM SPRINGS REAL ESTATE

ONLY \$1500 DOWN  
BUYS A BRAND new deluxe home. Has 3 bedrooms, 2 large fully tiled baths. Large living room with suspended Swedish fireplace. Vented unit heat throughout. Large plate glass windows with sliding glass doors. Double garage. Large lot. Reduced from \$23,500 to \$18,500. Don't miss seeing this charming home.

EXCLUSIVE AREA  
4 BEDROOM, 3 bath home. Beautifully decorated and furnished. Carpeted throughout. Large 150 foot corner lot, completely walled in. Plenty room for pool and guest house. All for only \$27,500.

TRAILER PARK  
FINEST IN THE entire desert area, adjoining Bing Crosby's fabulous Blue Skies Trailer Village. Has 80 spaces, store building, gas, electricity, and plenty of water. Shows terrific income. See this buy today.

FIVE UNIT  
APARTMENT HOTEL  
LARGE deluxe owner's unit, plus 4 additional units. All are beautifully furnished. \$6000, completely equipped swimming pool. Room for more units. MUST SELL \$47,500. Easy terms to qualified buyer.

WE HAVE THE BEST  
INCOME BUYS IN TOWN  
LET US EXCHANGE  
WHAT YOU HAVE  
FOR WHAT YOU WANT

THE PIONEER REALTY CO.  
OF PALM SPRINGS  
475 N. Palm Canyon Drive  
Phone 2727

ASSOCIATE BROKERS  
BILL COLVEN MIKE JEKYLL  
PETER RATKOVICH

FULL PRICE \$3450 furnished knotty pine house on large oleander hedged lot, south side on leased land. Ph. 2991.

5 ROOMS, lot F, Cabana section, Tramview Trailer Park. Phone 8-3752.

## John Haskell

and Co.

PRESENTS  
\$16,500

3 BEDROOM, 2 bath home. Brand new, lots of windows and a view from everyone. Large living room with fireplace, large closets, finely constructed in excellent residential district.

## 10 UNITS

INCLUDING 3 bedroom, 3 bath owner's home. Grossing \$20,000 for the season. Pool, excellent accommodations and fine clientele.

## John Haskell and Co.

JUDY CALHOUN CALLEN  
456 N. Belard Rd. Ph. 2594

2 BEDROOM, 2 bath home exquisitely furnished, in Merito Vista tract. Large lot well landscaped and fenced. \$39,500.

WELL LOCATED 2 bedroom, 2 bath home. Excellent buy at \$13,500 unfurnished.

100 FOOT R-1 lot—\$1200.

INDUSTRIAL building, 8,000 square feet, lease or sell. Also office and storage space. Sunny Dunes Road.

## John W. Williams

REALTOR  
Associates ROSLYN LANG  
CLAUDE W. GOTTBEHUE  
DON WILLIAMS  
423 N. Palm Canyon Ph. 3311

3 BEDROOM, 3 bath home. Lovely kitchen, large fireplace. Complete in every detail. Heated pool. Large corner lot completely fenced. \$41,500. Phone 2716.

NEW 2 bedrooms, 2 baths, fireplace, 2 car garage, forced air heating and ducted cooling. All rooms extra large with lots of closets and storage space. \$19,500. Dailey Ph. 6860

## MURPHY REALTY

SAYS

"50,000 POPULATION BY 1965"  
"BUY PALM SPRINGS NOW!"

AMONG OUR WIDE VARIETY  
OF  
RELIABLE LISTINGS

\$10,500 UNFURNISHED. 4 bedrooms, 1 1/2 bath, large living room with fireplace. Walled and landscaped lot. Furnished \$12,000. 1st Trust Deed, \$7700 payable, \$71 monthly includes 4% interest, taxes and insurance.

\$18,425 UNFURNISHED. 3 bedroom, 2 bath, pool, walled lot, large living room and fireplace.

\$17,500 FURNISHED. 2 bedroom, 2 bath. Lovable home. Large lot.

### SPECIAL

FORMER HOME of that lovable captain of "Show Boat," Mr. Charles Winniger. Beautifully furnished and landscaped. 3 bedroom, 2 bath, pool with sunny patio. Completely furnished. \$45,000.

### LOTS

LOTS IN ALL parts of the city — Residential and income.

### UNITS

WHICH EVER SIZE YOU WANT

DUPLEXES — TRIPLEXES — COURTS

## Just One of Our Exchanges

\$42,500 — FURNISHED — 3 bedroom, 3 bath, beautifully furnished. Double garage. Landscaped, irrigation water. Will trade for L. A. income.

WE INVITE YOU —

to come in and talk over Palm Springs property. Knowing it as we do, because we own property here, we can properly advise you and satisfy your investment needs.

## BUY PALM SPRINGS NOW!

CONSULT

## MURPHY REALTY

HAROLD E. MURPHY, Realtor  
Associates

Mildred S. Potter  
464 N. Palm Canyon Drive

A. Charles Harris  
Phone 5102

## AMY NELSON

LIKE NEW 2 bedroom home and Carport. Immediate possession. Only \$8500, good terms.

NEW 2 bedroom and carport, tiled kitchen and bath, sliding glass doors, steel sash windows. A beauty. \$10,850, small down.

3 BEDROOM, 2 bath home, excellent terms. Choice location. \$13,200, terms.

NEW 3 bedroom, 2 bath, fireplace, tiled kitchen and bath, sliding glass doors, patio and carport. \$16,000, good terms.

2 YEAR OLD, 2 bedroom and den, lots of tile, all natural woodwork, cut stone fireplace, many built in extras. Refrigerator, stove, washer and drapes included. Forced air heat and refrigeration cooled. Choice location. Including pool and double garage, well landscaped. \$24,000.

FURNISHED 2 bedroom and den, fireplace, kitchen and 2 baths tiled. Sliding glass doors to covered patio, Pad-dock pool, double garage, fenced. A cutie. \$27,500.

ADJOINING Las Palmas Estates. Furnished 4 bedroom, 4 bath, 3 fireplaces, large library, patio, barbecue, pool. Large walled lot, fruit trees and shrubs, irrigation water. 3 years old. \$47,500. It's a buy!

5 UNITS, 3 rooms each, furnished. \$39,500.

FURNISHED 10 units, choice location. \$78,500.

14 UNITS furnished. \$85,000. FURNISHED duplex. \$16,500.

OUT OF TOWN OWNER — choice lot \$100x100. \$1800. FORCED to sell account illness. 2 adjoining highway lots, close in. \$11,000, terms. MANY fine lots to show you, some as low as \$1500.

WILL BUILD on your lot, 2 bedroom home and carport, steel sash windows, tile in kitchen and bath, for \$6000. Duplex — 3 rooms and bath each. \$9500. Also custom building. See plans at our office. Financing arranged, top quality work.

WE NEED MORE LISTINGS

## AMY NELSON

REAL ESTATE  
and associates  
Gordon Nicholson  
is now with us  
2277 N. Palm Canyon Drive  
Phone 5254 or 4079

## BILLY WRIGHT

Realtors  
ACROSS THE STREET FROM  
THE DOLL HOUSE

## Cheerful

NEW 2 bedroom furnished home. Walled 3 sides, carport, heated pool. Small down payment.

\$17,500

## BILLY WRIGHT

and associates  
Charles Heisner Bob Dietrich  
Harry Greneveld  
1063 N. Palm Canyon Ph. 5727

## MUNHOLLAND FOR VALUES

HAVE A  
MOST HAPPY NEW YEAR  
BY BUYING ONE OF THESE  
SPECIAL PRICED HOMES

RANCHO ROYALE, designed by prominent architect, 2 1/2 baths, center hall, large brick fireplace with planter. Business forces owners to sell at BIG REDUCED PRICE.

3 BEDROOMS, large den, wall to wall carpet, beautiful yard all planted and enclosed. \$26,500

3 BEDROOMS, large living room with dining area overlooking special pool — and WHAT A VIEW! Can be had completely furnished or just carpet and drapes for \$32,500

TRIPLEX — all rented but room for more. \$27,500

40 ACRES near Desert Hot Springs. \$4500

## Munholland & Co.

1059 N. Palm Canyon Drive  
Phone 3573  
JOHN C. DAVIS  
D. B. CARLIN  
Associate Brokers

## Here's the Needle

YOU'VE SEARCHED THE  
HAYSTACK TO FIND!

3 CHEERY bedrooms, large living room with dining area and fireplace, 2 baths, modern kitchen, 2 car garage. Located on large walled, landscaped lot with an abundance of citrus and palm trees. Carpets and drapes included. \$20,000, terms.

LOVELY 2 bedroom house, large picture windows with beautiful view. Located in south end, \$12,500 with \$3500 down.

SEE US BEFORE YOU BUY

## Ralph Weinstein

REALTOR  
256 1/2 S. Palm Canyon Drive  
Phone 2884

## William J. Heiser

REALTOR

NEW MODERN 2 bedroom, 2 bath, fireplace, furnace heat, tiled floors, sliding glass doors. Close in location. Priced to sell.

PRODUCING RANCH: Scenic setting on paved highway near La Quinta Hotel. 90 acres; well and canal water. 30 minutes from Palm Springs. \$650 acre.

RENTAL — smart modern 2 bedroom, den, fireplace, privacy. \$400 month.

1546 N. Palm Canyon Drive  
Phone 5685 or 6305

COTTAGE, 2 room kitchenette, air conditioning, shower, heat, frigidaire. Quick sale, \$750. Phone 4093.

BEST BUY at \$18,500. Finest construction, 3 bedroom. Walled, garage, 3131 North Indian. Phone 3782.

## CULVER NICHOLS SUBDIVIDER AND DEVELOPER

AT 861 NORTH PALM CANYON DRIVE SINCE 1932

\$10,000 DESERT CHARMER, 2 bedrooms, 1 bath with drapes, stove and refrigerator, nice neighborhood. Terms.

\$15,500. BRAND NEW AND DELUXE, has 2 bedrooms, 2 baths, ducted heating and cooling, fireplace. Easy financing.

\$18,500 IMPORTANT small home with general excellency throughout — 2 bedrooms, living room with fireplace opens to lovely garden area, cute DEN, BAR room, walled and landscaped. Or completely and charmingly furnished for \$21,000. YOU'LL WANT TO MOVE RIGHT IN.

\$21,500 MODERN 2 bedrooms, 2 baths, POOL, furnished.

SOUTH END, 2 bedrooms, 2 baths, lanai, patio, POOL, \$27,500 furnished.

PRETTY AS A PICTURE, estate area, 3 master bedrooms each with bath, 2 maid's rooms with bath, den room with bar, lanai overlooking POOL and landscaped yard, double garage, furnished. Reduced to \$37,500. A home of color and warmth; grounds of exquisite beauty.



"LET'S TALK IT OVER"  
FOR THE  
BEST BUYS IN  
PALM SPRINGS  
SEE  
**Valmah T. Price**  
with H. H. Foster, Realtor  
101 N. Palm Canyon Dr.  
Ph. Off. 3555 Ph. Res. 8-5752  
"LET'S TALK IT OVER"

**SACRIFICE**  
BY OWNER. Beautiful modern  
deluxe home. 2 BEDROOMS,  
2 BATHS, luxuriously fur-  
nished. Large flagstone swim-  
pool 18x36, heated and filtered.  
Well landscaped, fenced  
corner lot. Roman ruffle brick  
fireplace and patio. Air con-  
ditioned, panel ray heat, TV  
cable. \$24,500. Phone 3371.

RIGHT ACTION ACHIEVES  
Your Wants and Needs in  
BUYS, Trades, Leases; on  
Homes, Lots, Income Prop-  
erty and Ranches.  
Trust deeds bought and sold.  
2992 PHONES 7375  
See MADGE ROCKS, Realtor  
278 So. Palm Canyon Drive  
El Dorado Hotel Lobby

**FURNISHED \$13,500**  
3 BEDROOM, 2 bath house on  
large lot, paved street.

**FRANK MILLER**  
428 N. Palm Canyon Ph. 2929  
FURNISHED duplex and gar-  
age. \$10,500—\$2000 down.  
1 acre, 1 room and bath, best  
location in Palm Springs,  
deeded land \$7000.

LOUIS VENER 3775 North  
Indian Ave. Ph. 5595 or 6060  
"All Men Are Brothers"

FOR  
BETTER REALTY DEALS  
SEE  
ADOLPH ISRAEL, REALTOR  
671 N. PALM CANYON DRIVE

IT'S NEW—3 bedrooms, 2 baths,  
fireplace, 2 car auto port.  
Forced air heating and ducted  
cooling to each room.  
\$16,950. Dailey, Phone 6860.  
TAHQUITZ River home, 2 bed-  
rooms, 1 1/2 baths, breezeway,  
Phone 6235, 872 N. Riverside  
Drive.

**CATHEDRAL CITY**  
**SEASON'S**  
**GREETINGS**  
IF A GOOD BUY  
IN CATHEDRAL CITY,  
I KNOW IT  
HOMES — LOTS — INCOME

SPECIALS THIS WEEK  
LOTS 105x130, \$875 - \$975.  
Rancho Mirage lot — \$1250.  
1/4 and 1/2 acres—\$1500 to  
\$2200  
SEVEN houses from \$5900 to  
\$7500  
2 BEDROOM, 2 bath, close in.  
C-1 lot; also for business.  
\$9950  
NEWISH 2 bedroom, view, 1/2  
acre, sliding Arcadia doors.  
Patio, asphalt driveway.  
\$10,750  
CUTE home close in. R-3 lot.  
GARAGE can be made rental.  
\$9000  
NEW 2 bedroom furnished,  
carport, close in. Must see.  
\$11,500  
5 UNITS, 1/2 acre, facing two  
streets, room to expand.  
Needs work, but rented. Low  
\$12,000  
135' HWY frontage, income or  
business; nice building for  
starting. \$15,000, terms.

**RUTH BILES**  
REALTOR  
56 Glenn Cathedral City

**Cathedral City**  
\$9000 — 2 bedroom modern  
home on 1 acre view lot, paved  
road. Has large fenced patio,  
lots of trees, horses OK.  
Also adjoining acre for \$1250  
extra.

2 BEDROOM modern home, best  
neighborhood, large land-  
scaped view lot. Arcadia type  
sliding door, fireplace, gar-  
age. Only \$13,500, good terms.

1 BEDROOM home on 1/4 acre  
view lot. Large covered porch.  
Can be easily closed in to  
make 2 more bedrooms or  
lanai. Full price \$8500, terms.

1 BEDROOM home on R-2 lot.  
\$5900.

ALSO new 1 bedroom home on  
R-1 lot, \$7500, \$1500 down  
might handle.

**ACREAGE**  
20 ACRES near golf course with  
water and electricity, \$13-  
000. O will divide into 3 acre  
parcels at \$1000 per acre.  
ALSO near golf course on paved  
road, we have 5 acres with  
water and electricity, \$7000.  
1 ACRE parcel, same neighbor-  
hood, \$1250.

**Jorgensen Realty**  
68-574 Broadway (Hwy 111)  
CATHEDRAL CITY  
Phone 8-3401 Home 8-4172

**U Finish Homes**  
\$100 down on your clear lot.

**OTTO REALTY**  
830 Broadway, Cathedral City  
Representing  
Omar Investment Co.

IF YOU ARE tired of looking at  
inflated values, see this adora-  
ble 2 bedroom immaculate  
one year old home, \$11,500,  
furnished. Convenient terms.  
Phone 2728.

**CATHEDRAL CITY**  
**Happy**  
**New Year**  
2 BEDROOM house on acre.  
Landscaped and marvelous  
view. Only \$9000.  
LOVELY 1 bedroom and large  
screened porch on view lot.  
Big value at \$10,500.  
A FEW GOOD Cathedral City  
lots starting at \$1500.  
LARGE 2 bedroom and den,  
new, beautifully decorated,  
view lot. \$17,500.  
2 BEDROOM, 2 bath, big sun  
room, heated swimming pool,  
refrigerative cooling. Save  
\$10,000 on price of \$22,500.  
Cathedral City listings  
solicited.

**Clark Realty & Insurance Agency**  
MEMBER PALM SPRINGS  
REALTY BOARD  
Associate Broker Carl Mayfield  
68-762 Broadway Ph. 8-4691  
CATHEDRAL CITY  
**BEAUMONT**  
3 BEDROOM stucco. Double gar-  
age. Lot 70x168. Write Fin-  
men, 5516 Walnut Dr., Holly-  
wood 46, Calif.  
**RANCHO MIRAGE**  
COMPLETELY furnished, 10  
rental units, 7 with kitchens,  
1 manager's apartment. Heated  
pool, spacious grounds,  
landscaped. \$75,000, \$15,000  
down.

**APARTMENT HOTEL**  
100% PALMS  
\$60 per acre—640 ACRES  
\$150 per acre—320 ACRES  
\$225 per acre—100 ACRES  
\$250 per acre—40 ACRES  
\$250 per acre—160 ACRES  
\$300 per acre—40 ACRES

**Rancho Mirage**  
SALES OFFICE  
ROY ST. LEON  
71-811 Hwy 111, Ph. P.S. 8-3881  
**TAMARISK C.C. AREA**  
**ACREAGE**  
\$60 per acre—640 ACRES  
\$150 per acre—320 ACRES  
\$225 per acre—100 ACRES  
\$250 per acre—40 ACRES  
\$250 per acre—160 ACRES  
\$300 per acre—40 ACRES

**TRAILER COURT SITES**  
TWO POTENTIAL SITES ON  
HIGHWAY 111 NEAR THE  
NEW BLUE SKIES  
TRAILER COURT  
**PALM VALLEY REALTY CO.**  
WILLIAM G. PEACOCK  
MIRIAM ALLEN  
WRENN TEVIS  
JOHN NEWELL  
Wonder Palms Road  
and Hwy 111  
Phone 8-3481  
**THERMAL**  
30 ACRES. 15 in early grapes.  
2 houses, pool, \$29,500, 8-1-291  
Ave. 58, Thermal.  
**1000 PALMS**  
\$5500. Darling 1 bedroom pum-  
ice block home. Lot 65x125.  
Your terms. Cornelius, 393.  
**GENERAL**  
ONE OF YUCAIPA'S  
FINEST HOMES  
Save over \$6000  
Now \$21,500  
Circumstances force sale of this  
fine home with its lovely  
panoramic view in fog and  
smog free location.  
3 BEDROOM, 3 bath, den, extra  
large living room, 22x28  
rumpus room, heater/air fire-  
place, 20x40 pool, 160 ft. front  
completely fenced and cross  
fenced. Family chicken equip-  
ment, 28 young fruit and 20  
shade trees, 3 car garage and  
workshop. Newly redecorated.  
Terms. Owner 13442 South  
3rd St., Yucaipa, Calif.  
54 ACRES in Palm Desert High-  
lands. Beautiful views, won-  
derful homesites with water  
and power. \$15,000 cash  
handles. Call Ted Smith at  
8-5022 for this and others.

**Exchanges 36**  
LET'S TRADE  
DON'T say I have the best, but  
in my opinion can show you  
several excellent income  
trades.  
COL. WARD WOOLDRIDGE  
REALTOR  
238 Indio Road Phone 2360  
SANTA BARBARA ESTATE  
10 ROOM home, 4 acres, highway  
frontage \$80,000 equity. Trade  
for Palm Springs motel or in-  
come. Write Mr. A. Armenta,  
Realtor, 14531 Van Owen  
Van Nuys, California.  
**Real Estate Wanted 37**  
5 ACRES of desert with small  
cabin near Desert Hot Springs.  
Phone Palm Springs 5435, ask  
or leave message for Threl-  
fall at Trailer Corral.  
FOR BEST RESULTS  
List Your Property  
With Adolph Israel  
Realtor, 671 N. Palm Canyon  
CATHEDRAL CITY. Cash for  
best offer on small furnished  
home, from owner. Write Des-  
ert Sun, Box 190, File O-9.

**NOW READY FOR LEASE**  
STORES in new Post Office  
building in the hub of  
Rancho Mirage. See or call  
Roy St. Leon.  
**Rancho Mirage**  
SALES OFFICE  
71-811 Hwy 111, Ph. P.S. 8-3881  
EXECUTIVE suite, suitable for  
executives or professionals.  
Top location Oasis Building.  
Refrigerated air conditioning.  
See exclusive agent Muriel E.  
Fulton, 125 S. Palm Canyon  
Drive. Phone 2225.  
STORE across from Thrifty.  
Suitable for retail, wholesale  
or office use. Apartment if  
desired. 418 S. Indian. Phone  
5282.  
2 ROOM office, in The Plaza.  
Will redecorate to suit ten-  
ant. Phone 5544.  
**Rooms for Rent 40**  
ROOM OR SHARE home, wo-  
man only, 1122 San Lucas  
Rd. Call 5696 before 9:15 or  
after 6:30.  
SLEEPING room, private en-  
trance, bath. Single or  
double. Couple or men only.  
Phone 4878.  
ROOM FOR RENT. HEART OF  
TOWN. NO DRINKERS.  
VERNE BAUMGARDNER, 210  
EAST AMADO ROAD.  
LOVELY ROOM, private en-  
trance and privileges, close  
in. Phone 4329.  
NICE FRONT bedroom, 2 blocks  
from town. Reasonable. 282  
North Calle Encina.  
MAN. Private bath, entrance,  
modern, reasonable. Close in.  
354 N. Calle Santa Rosa.  
**For Sale or Rent 41**  
FURNISHED attractive 2 bed-  
room house at 913 Mel Ave.  
Ph. Colton 2041 R after 4 p.m.  
4 ROOM FURNISHED COT-  
TAGE. TRAMVIEW TRAILER  
PARK.  
**apartments for Rent 43**  
133 OCOTILLO. Charming pen-  
house apartment, sun porch,  
beautiful views, grocery and  
4 restaurants across the street.  
Year round comfort. TV set  
included. hook up rear.  
**CHEVY CHASE**  
BEAUTIFUL studio apartments,  
heated pool, 1500 Via Entra-  
da. Phone 2632.  
UNFURNISHED 1 bedroom, liv-  
ing room and dining area,  
fireplace. 71-793 San Jacinto  
Drive. Rancho Mirage. Phone  
Palm Springs 5594.  
MODERN, kitchenette apart-  
ment, quiet location. Season  
or by year. Reasonable. Ph.  
2193.  
STUDIO apartment, suitable  
one. Prefer man. \$60 month.  
Phone 2642.  
NEW, MODERN 1 bedroom  
apartment, furnished.  
547 Calle Aborria  
\$18 WEEK UP. Center of town.  
Private baths, own modern  
kitchens. Pool use. Ph. 2957.  
APARTMENT, electric equip-  
ment, \$75 month to couple.  
70-210 Hwy 111 Ph. 8-3398  
FURNISHED GUEST HOUSE.  
\$85 MONTH. 1419 SAN JA-  
CINTO WAY. PHONE 5178.  
**Houses for Rent 46**  
WHY PAY RENT — When you  
can buy a BRAND NEW DE-  
LUXE home for only \$18,500  
AND ONLY \$1500 down. Has  
3 bedrooms, 2 large baths,  
large living room with  
charming suspended Swedish  
fireplace. Large glass win-  
dows and sliding glass doors.  
This won't last long so be  
sure to see it at once.  
PETER B. SHEPTEKNO  
475 N. Palm Canyon Drive  
Phone 2727  
BEAUTIFUL home, everything  
furnished. 4 bedrooms, 3  
baths, plus maid's room and  
bath, secluded patio, badminton  
court, heated pool, spa-  
cious grounds, including gar-  
den and pool maintenance.  
Available January. Call 2659.  
2 BEDROOMS with den, com-  
pletely furnished, including  
TV. Double garage, walled in  
yard. All utilities and yard  
care paid. \$400 per month. 1  
to 6 months lease. Adults  
only. References. Phone 2475,  
11 a.m. to 7 p.m.  
SOMETHING nice for your Palm  
Springs vacation. 1 and 2  
bedroom bungalows, all elec-  
tric, new pool.  
COL. WARD WOOLDRIDGE  
238 Indio Road, Palm Springs  
Phone P.S. 2360 anytime  
2 BEDROOM, 2 bath furnished  
home, business frontage,  
\$1200 yearly or \$135 month,  
season.  
JOHN W. WILLIAMS  
423 N. Palm Canyon. Ph. 3311  
2 BEDROOM home, 2 car gar-  
age. \$100 month on yearly  
lease. 767 Sunny Dunes Road.  
Call Oxford 66300 evenings,  
Whittier, Calif.  
FURNISHED home — 3 bed-  
rooms, 2 baths. South end.  
Desire yearly tenants. Phone  
5102. Mr. Murphy.  
\$65 per MONTH. 1 bedroom, fur-  
nished house, suitable for 2,  
adults only. References. 410  
San Rafael. Phone 2269.

**SPACIOUS 3 bedrooms and den.**  
Large walled front and back  
yard, 2 baths, TV, close in.  
\$800 per month. Phone 2981.  
FURNISHED house. New 3 bed-  
rooms, 2 baths, pool, land-  
scaped, fenced. \$650. month.  
Phone 7473.  
3 BEDROOMS, 3 baths, nicely  
furnished, carpeted, walled,  
garage. Phone 6921.  
**Trailer Rentals 49**  
FOR RENT. 33 FT. SPARTAN  
TRAILER. SLEEPS THREE.  
TOILET, SHOWER, HOT  
WATER, NEW AWNINGS.  
PHONE 9077.  
\$25 MONTH, clean, comfortable,  
cozy; dishes, linens furnished,  
kitchen. Phone 6921.  
14 FOOT vacation trailer. Call  
6735, 1 p.m. to 5 p.m.  
**Household Goods 50**  
**Pre-Inventory Sale**  
BARGAINS! BARGAINS!  
LIVING ROOM sets—just un-  
loaded. \$99.50, \$119.50, \$199.50.  
RATTAN lounge chairs, \$35 up.  
RATTAN coffee and end tables,  
\$15 up.  
CHROME dinette sets \$49.50 up.  
STUDIO couches, \$69.50 up.  
HIDE-A-BEDS, \$149.50 up.  
TABLE LAMPS complete with  
shade, \$4.95.  
DRAPERY material from 69c  
yard.  
With every purchase we have  
a "Surprise Special" for only  
\$2.98. (One to a customer.)  
To our customers—  
"Thanks for your  
patronage and our  
Best Wishes for a Grand  
and Prosperous 1955!"  
SUNDAYS AND EVENINGS  
BY APPOINTMENT  
**Maher Furniture**  
6 Miles North out  
Indian Avenue at  
North Palm Springs  
Ph. Desert Hot Springs 4-2616  
Ramon Trading Post  
CAN OFFER you complete mod-  
ern home furnishings at  
budget terms. You name the  
payments. Come in and  
browse, trade the old for  
something new.  
1680 RAMON RD. PHONE 2173  
HOLLYWOOD bed, electric  
sewing machine, drop leaf  
walnut table, chairs, laundry  
tub, automatic washing ma-  
chine. Phone 3029.  
2 PEACOCK - BACK Billiard  
Chinese peel chairs, hour  
glass table, \$75. Phone Red-  
lands 4-6731.  
MAHOGANY desk, framed mir-  
ror, Duncan Phyfe sofa, im-  
ported oil paintings. Ph. 7597.  
USED Norge refrigerator \$60.  
RUPP'S SUPPLY  
Cathedral City Ph. 8-3744  
WESTINGHOUSE electric  
range. Good condition, rea-  
sonable. Phone 6110.  
4 GAS HEATERS with vents,  
O'Keefe & Merrill, \$5 each.  
182 S. Indian Ave. Ph. 2407  
16 CUBIC FOOT Kelvinator deep  
freezer, with separate freez-  
ing compartment. Phone 2665.  
**Trailers for Sale 51**  
THE  
FABULOUS  
**FLAMINGO**  
Built by  
E. H. Sheldon & Co.  
Largest factory west of the  
Mississippi River  
Factory distributors for  
the desert  
PACE SALES & SERVICE  
Hwy 111, 3 miles east of  
Palm Springs, Sunair Tract.  
Cathedral City  
**45' of Luxury**  
NEAR NEW custom built Fleet-  
wood with sliding glass door  
and panoramic windows.  
Beautiful wall to wall car-  
peting, new furniture, Waste  
King disposal, forced air  
heating and cooling, 20 gal-  
lon house type hot water  
heater, Glass enclosed shower  
and tub. Extra closets.  
10x38. Take trade or sell rea-  
sonable for cash. Gebbie's  
Butane Service, between  
Palm Springs and Cathedral  
City.

**Trailer Storage**  
STORE your house trailer at  
Pavny's, all paved lots. \$10  
per month.  
Also good used trailers  
from \$195 and up.  
Can be seen at —  
**PAVNYS**  
1001 S. Palm Canyon Drive  
OPEN EVENINGS  
23' — 1954 KIT Transa home,  
bath, aluminum awning,  
beautiful location, patio fur-  
niture, extras included. \$2000.  
Lot 58, Horizon Trailer Vil-  
lage.  
1953 TERRY, 27' foot. Large  
living room, island bed, nice  
bathroom, 3 picture windows,  
excellent condition. Make of-  
fer. 66-355 Hwy 111.  
SACRIFICE 1953 Angelus, 27 ft.  
Like new. All set up in Di-  
Luxe Trailer Park, lot 100.  
Inquire lot 99, Ph. 8-4312.  
"FLAMINGO"  
1952 SPARTAN 35 foot. Sacri-  
fice. Will take small trailer.  
Phone 8-4033.  
"FLAMINGO"  
35 FOOT Viking house trailer  
with ramada and 2 patios.  
Separate carport. Rancho  
Trailer Park, Lot A-31, or call  
at Lot A-19.  
35' — 1952 Model Spartanette  
with breakfast set, bathroom,  
island bed and slimp dolly.  
Make offer. 66-355 Hwy 111  
1951 VAGABOND, 22 feet, like  
new. Bath, twin beds, awn-  
ing. \$1400, terms. Phone 5131.  
"FLAMINGO"  
Trailer Space 53  
\$20 MONTH. Private bath, \$35  
month. Some space for chil-  
dren. PALM VALLEY TRAIL-  
ER VILLAGE, 70-210 Hy 111.  
**Building Supplies 59**  
**Panelfold Doors**  
IDEAL ROOM DIVIDERS  
UTILIZE wasted space with  
real wood accordion - fold  
closures. Fresh beauty for  
homes... adds space, pri-  
vacy and value.  
PANEFOLD costs just a few  
dollars more than the old-  
fashioned, space wasting,  
swinging doors... adds  
MORE than its cost to the re-  
sale value of your property.  
AVAILABLE IN VARIOUS  
WOODS AND COLORS  
**Palm Springs**  
**Builders' Supply**  
490 Sunny Dunes Road  
Phone 2107  
**Misc. for Sale 60**  
**Charcoal**  
**Headquarters**  
FOR ALL YOUR charcoal needs  
— see us. We have any quan-  
tity — 10 and 40 pound bags  
and up.  
SPECIAL PRICES NOW!  
**Palm Springs**  
**Builders' Supply**  
490 Sunny Dunes Road  
Phone 2107  
**WE BUY USED GUNS**  
See RAY ABBEY at  
**RUPP'S SUPPLY**  
Cathedral City Ph. 8-3744  
A NEW Conlin mangle, hand  
and foot control. Cost \$300,  
sell for \$125. Electric range,  
good condition, \$15. Shop  
Smith power saw on plform.  
all attachments including jig  
saw, \$250. Girl's bike, \$15.  
7 quart pressure cooker, \$10.  
O. L. Coty, Phone 3095.  
Palm Springs Engineering Co.  
**Machine Shop**  
EXPERIMENTAL WORK  
Gears, Key Ways,  
General Machine Work  
375 Sunny Dunes Ph. 5411  
**SINGER**  
Sewing Machine Co.  
SALES—RENTALS—SERVICE  
45-435 Jackson Ave., Indio  
Phone 73-791 COLLECT  
FIREPLACE Wood, Walnut \$20,  
apricot \$25, eucalyptus \$30,  
per cord. Phone collect, Hem-  
et 4923.  
VIOLIN, Antonius Stradivarius  
Cremonensis, Faciat Anno,  
1774. Write Desert Sun, Box  
190, File O-10.  
MAHOGANY spinet piano, one  
year old. Sacrifice \$540. Call  
6735—1 p.m. to 5 p.m.  
FREE estimates on Sun King  
aluminum ramadas, cabanas,  
patios and awnings. Call 2865.  
LARGE MANLEY popcorn ma-  
chine, good condition. Apply  
703 Calle Amigos.

**MASON & HAMLIN PARLOR**  
GRAND PIANO, PHONE  
BANNING 9353.  
**Pets-Poul-Livestock 65**  
**Riding Horses for Sale**  
CIRCLE A RANCH  
Phone 8-3744 or 8-4482  
SADDLE HORSES for sale.  
Cliff's Stables, East Andreas  
Road, Phone 6918.  
FOR SALE, male Scottie,  
9 months old.  
Phone 6110  
**Used Cars for Sale 70**  
**USED CARS**  
**!! GALORE !!**  
AT  
KENNY'S  
Automotive Service  
NEW AND USED BARGAINS  
1949 Plymouth 2-door  
1949 Buick Roadmaster  
1948 Stude 1 1/2-T. Stake  
1947 Buick Super 4-door  
**CHEAP**  
Transportation Cars  
4765 E. Ramon Road  
Phone 2444  
OLDSMOBILE — new 1955 -  
"98" Holiday coupe. Green  
and white leather, two tone  
green and white paint, power  
steering, brakes, windows,  
tint glass, \$3850. Can finance.  
Phone owner, 2659.  
1951 BUICK station wagon.  
Wood, upholstery and me-  
chanically excellent. Radio and  
heater, Dynaflow, exception-  
ally nice looking. Ph. Over-  
land 3-6429, Riverside.  
1954 CADILLAC 62, 4 door sed-  
an, Radio, heater, power  
steering, air conditioned, low  
mileage.  
PLAZA MOTORS  
182 E. Arenas Rd. Ph. 5122  
'48 BUICK Roadmaster, 4 door.  
Dynaflow, radio and heater.  
Excellent condition. Low  
mileage. 1 owner, \$325, 1281  
Linda Vista, corner El Mira-  
dor.  
1953 DODGE 4 door, best offer  
or trade. Also 200 amp. elec-  
tric welder on wheels. Set  
700x15 white sidewall tires.  
Phone 7458.  
1952 CADILLAC convertible,  
fully equipped, low mileage,  
\$2995.  
PLAZA MOTORS  
182 E. Arenas Rd. Ph. 5122  
1953 CHRYSLER deluxe New-  
port V-8. Power steering and  
brakes, low mileage, imma-  
culate throughout. \$2495.  
1525 Sunny Dunes Road.  
1951 OLDSMOBILE "88", 4 door  
sedan, Radio, heater, hydra-  
matic. \$945.  
PLAZA MOTORS  
182 E. Arenas Rd. Ph. 5122  
CADILLAC, 1953 Convertible,  
wire wheels, continental kit,  
power steering, etc. Premium  
tires. 14,000 miles. \$3500. Pri-  
vate party. Phone 3784.  
1951 CADILLAC "60" Special  
Fleetwood Sedan. Radio, heat-  
er, low mileage. Apply M,  
Ambassador Hotel.  
1951 HENRY J. 6 cylinder.  
Equity \$275, pay off \$104  
balance. Plaza Lodge, 1111  
South Indian Ave.  
1947 CHRYSLER club coupe.  
Radio, heater, \$295.  
PLAZA MOTORS  
182 E. Arenas Rd. Ph. 5122  
'51 CADILLAC Sedan, like new.  
beautiful. A steal, \$1895. Call  
2424, Mel.  
'51 SINGER SPORT CAR. 32  
MILES PER GALLON.  
CLEAN. Phone 5225.  
4 WHEEL drive military type  
jeep. Call 5410 after 6 p.m.  
**Automobile Service 72**  
**HERTZ**  
**J-Drive Cars**  
Day or weekly rates  
182 E. ARENAS ROAD  
PHONE 5122  
**U-DRIVE CARS**  
**TANNER-AVIS**  
Low day or weekly rates.  
Reliable Insurance  
EL MIRADOR GARAGE  
1080 N. Palm Canyon Ph. 2111  
**Body & Fender**  
20 years experience.  
REPAIR WORK by Bill Herron.  
Harold Smith's New Garage  
530 Industrial Pl. Ph. 2131  
HINKLE & JOHNSON  
Associated Service  
Complete automotive repairs  
Auto tops and seat covers  
305 N. Indian Ave. Ph. 9060  
**Legal Notices**  
NOTICE OF PUBLIC HEARING BEFORE  
THE BOARD OF SUPERVISORS OF  
THE COUNTY OF RIVERSIDE, STATE  
OF CALIFORNIA ON THE applica-  
TION FOR A-3 PERMIT TO ESTAB-  
LISH, OPERATE AND MAINTAIN A  
TRAILER PARK IN THE CATHEDRAL  
CITY AREA.  
NOTICE IS HEREBY GIVEN: That a  
public hearing in the matter of the  
application of W. H. Morris, 4330 San  
Francisco Boulevard, Sacramento, Cal-  
ifornia for an A-3 permit to establish,  
operate and maintain a trailer park  
located northwesterly of Sunny Lane  
and Palm View and approximately 1.5  
miles easterly of Cathedral City, and

**IT HAPPENS EVERY YEAR!**  
AND 1954 IS NO EXCEPTION  
EVERY YEAR USED CAR PRICES  
HIT THEIR LOWEST POINT THE  
1ST OF DECEMBER — NATURALLY  
THAT MAKES NOW THE BEST  
TIME OF THE YEAR TO BUY!  
**1952 FORD**  
CONVERTIBLE  
Desert sand color.  
Ford-O-Matic.  
Radio, heater, Very clean.  
\$1495  
**1952 MERCURY**  
4 DOOR SEDAN  
Merc-O-Matic. Two tone tan  
over salmon. Radio and heater.  
\$1495  
**1952 MG**  
CONVERTIBLE  
Re-built motor. Very nice.  
\$1095  
**1951 CHEVROLET**  
4 DOOR SEDAN  
Blue in color. Power Glide.  
Radio, heater. Excellent.  
Good buy at  
\$895  
**1950 PACKARD**  
CONVERTIBLE  
Hydramatic, radio, heater.  
Very sharp.  
\$795  
**1950 OLDS**  
"88"—4 DOOR  
Hydramatic, radio, heater.  
Very Sharp!  
\$995  
**1949 PONTIAC**  
2 DOOR SEDANETTE  
Hydramatic, radio, heater.  
Sharp!  
\$695  
**1949 BUICK**  
4 DOOR SEDAN  
Radio, heater.  
Very nice!  
\$595  
REMEMBER  
A GOOD DEAL DEPENDS  
ON A GOOD DEALER  
**Palm Springs**  
**LINCOLN-MERCURY**  
335 Sunny Dunes Road at South Palm Canyon Drive  
Phone 2301 Phone 2052  
**Legal Notices**  
more particularly described as follows:  
the NW 1/4 of the SE 1/4 of the NW 1/4  
of Section 35, Township 4 South,  
Range 5 East, S.B.B. & M. U. S. O.  
Survey, excepting therefrom south-  
erly and easterly 20 feet thereof for  
streets; excepting therefrom the  
SW 1/4 of the NE 1/4 of the NW 1/4  
of said Section 35, also ex-  
cepting therefrom the northerly 165  
feet of the easterly 302 1/2 feet there-  
of.  
will be held before the Board of Super-  
visors of the County of Riverside in the  
regular meeting room of said Board, in  
the Courthouse, Riverside, California, on  
Monday, January 10, 1955, at the hour  
of 11:00 o'clock A.M., at which time said  
place testimony pertinent to the matter  
will be heard.  
BY ORDER OF THE BOARD OF SU-  
PERVISORS OF THE COUNTY OF  
RIVERSIDE, STATE OF CALIFORNIA.  
Dated: December 19, 1954.  
G. A. PEQUEGNAT  
County Clerk and ex officio Clerk  
(Seal) of the Board of Supervisors  
By H. C. Begole, Deputy  
410—Desert Sun, Dec. 30, 1954.  
**NOTICE OF INTENDED SALE**  
NOTICE IS HEREBY GIVEN:  
THAT PALM SPRINGS BROADCASTING  
CORPORATION, a corporation,  
Vendor, whose address is Post Office  
Box KK, in the City of Palm Springs,  
County of Riverside, State of California,  
intends to sell to PALM SPRINGS  
BROADCASTING CORP., a corporation,  
Vendee, whose address is 1381 Camino  
Mirador, in the City of Palm Springs,  
County of Riverside, State of California,  
the following described personal prop-  
erty to-wit:  
All stock in trade, fixtures, equip-  
ment and good will of a certain radio  
station, known as "PALM  
SPRINGS BROADCASTING COMPANY,"  
RADIO STATION KCJM, and located at  
North Indian Avenue and Radio Road,  
in the City of Palm Springs, County of  
Riverside, State of California, and that  
a sale, transfer and assignment of the  
same will be made, and the consid-  
eration therefor will be paid at 10:00  
o'clock a.m., on the 7th day of January,  
1955, at the escrow department of Los  
Angeles Main Office of Bank of America  
National Trust and Savings Association,  
at 609 South Spring Street, in the City  
of Los Angeles, County of Los Angeles,  
State of California.  
DATED December 21, 1954.  
PALM SPRINGS BROADCASTING  
COMPANY, Vendor  
By: Joseph E. Gamble, President.  
414—Desert Sun, Dec. 30, 1954  
**CERTIFICATE OF FICTITIOUS NAME**  
We, the undersigned, do hereby cer-  
tify that we are operating a music store  
under the firm name and style of  
"PALM SPRINGS MUSIC COMPANY";  
that our principal place of business for  
the operation of said music store is 360  
N. Palm Canyon Drive in the City of  
Palm Springs, County of Riverside, State  
of California; that our full names and  
residences are as follows: to-wit:  
Howard Morris, 1605 Marshall Way,  
Palm Springs, California.  
Kathleen Vera Morris, 1605 Marshall  
Way, Palm Springs, California.  
IN WITNESS WHEREOF we have here-  
to set our hands this 9th day of De-  
cember, 1954.  
HOWARD MORRIS  
KATHLEEN VERA MORRIS  
COUNTY OF RIVERSIDE ) ss.  
STATE OF CALIFORNIA )  
Notary Public in and for said County  
and State, personally appeared Howard  
Morris and Kathleen Vera Morris,  
known to me to be the persons whose  
names are subscribed to the within in-  
strument, and acknowledged that they  
executed the same.  
CHERRY CURRY  
(Seal) Notary Public in and for said  
County and State.  
My commission expires Oct. 25, 1956.  
403—Desert Sun, Dec. 16, 23, 30, 1954,  
Jan. 6, 1955.  
**NOTICE OF HEARING TO  
ABANDON COUNTY HIGHWAY  
TO ALL FREETHEOLDERS OF THE  
FOURTH DISTRICT**  
NOTICE IS HEREBY GIVEN: That a  
public hearing will be held on Monday,  
the 17th day of January, 1955, at the  
hour of 11:00 o'clock A.M. in the regu-  
lar meeting room of the Board of Su-  
pervisors, Courthouse, Riverside, California  
on a proposed to abandon county high-  
ways in the Fourth Road District of  
Riverside County, California, known as  
4th St., 5th St., and Glenn Avenue, and  
described as follows:  
All that portion of 4th Street, 5th  
Street and Glenn Avenue, as shown on  
Map of Cathedral City, filed in Book 13,  
pages 24, 25 and 26 of Maps, records of  
Riverside County, California, more par-  
ticularly described as follows:  
The easterly 360 feet of Lot A1, be-  
tween Van Fleet Ave. and Verbenia  
Lane, designated as 4th Street;  
All of Lot EE designated as 4th  
Street;  
The easterly 330 feet of Lot A1,  
designated as 5th Street;  
The northerly 460 feet of Lot AK,  
designated as Glenn Avenue.  
BY ORDER OF THE BOARD OF SU-  
PERVISORS OF THE COUNTY OF

**1952 FORD**  
CONVERTIBLE  
Desert sand color.  
Ford-O-Matic.  
Radio, heater, Very clean.  
\$1495  
**1952 MERCURY**  
4 DOOR SEDAN  
Merc-O-Matic. Two tone tan  
over salmon. Radio and heater.  
\$1495  
**1952 MG**  
CONVERTIBLE  
Re-built motor. Very nice.  
\$1095  
**1951 CHEVROLET**  
4 DOOR SEDAN  
Blue in color. Power Glide.  
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erly and easterly 20 feet thereof for  
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of said Section 35, also ex-  
cepting





(Desert Sun Photo)  
**FEATURE SOLOISTS** John Gurney and Richard Robinson at the Civic Chorus' Christmas Oratorio were honored at a reception held at Palm Valley School Sunday evening. Forming a discussion group at the party were, top, left to right, Gurney, Mrs. Gurney, Mrs. C. E. Dahl, J. Blake Field, Mrs. Richard L. Robinson and her husband, who also was soloist. In the bottom photo, left to right, are Mr. and Mrs. W. A. Mason, Mrs. and Mr. Harry Tomlinson (he is director of the Chorus), and Mrs. and Mr. William Tackett.

## Reception Honors Visiting Soloists for Civic Chorus

Following the highly successful Sunday afternoon by the Palm Springs Civic Chorus of Bach's "Christmas Oratorio" at St. Paul's-in-the-Desert, a small group gathered at the Palm Valley School to meet visiting soloists John Gurney and Richard Robinson.

Sharing the honors was the alto soloist of the afternoon, Reba Mason, a resident of Palm Springs and already known by local music lovers for her frequent appearances as a soloist for the Civic Chorus. Mr. Gurney is now a resident of Riverside and director of the Riverside Opera Association, but was, for many years, with the Metropolitan Opera Company of New York. Mr. Robinson is familiar to Los Angeles audiences where he is tenor soloist for the Roger Wagner Chorale. His most recent appearance has been in the production of the new concert opera, "Carmen, Burana." He is to be heard this week in Los Angeles as a soloist for the Bach "B Minor Mass."

Harry Tomlinson, director of the Palm Springs Civic Chorus, has announced that the next concert will be held on January 23, when the Civic Chorus will present various concert choral works, including works of Brahms, Rachmaninoff, Palestrina, and many others. This concert will be repeated in Los Angeles the following week at

the First Congregational church.

**The Desert Sun—6c**

PALM SPRINGS, CALIFORNIA

Thursday, December 30, 1954

## Blanche Denslow Injured in Crash

Blanche Denslow of Denslows Gift Shop here, is in Scripps' hospital, La Jolla, as result of an automobile accident just outside of that city Thursday morning. She suffered a fractured knee cap and leg in the accident but is not believed to be in a critical condition.

**YOUNG APPOINTED**  
 Supervisors Monday appointed Albert Young to the board of commissioners for the Desert Hot Springs Fire District.

**COIN PURSE GONE**  
 Loss or theft of a coin purse Monday evening was reported to police by E. J. Wuthmann Jr., of Palo Alto.

## HEAR Latest VITAMIN Facts

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## Bank of America Head Predicts Excellent Year

S. Clark Beise, president of the Bank of America stated today: "A statewide survey just completed in over 300 California communities by the bank's branch managers who interviewed business men, industrialists and farmers, indicates an almost unanimous belief that the economic level of 1955 will exceed that of 1954 in California. In general, it is thought that the construction outlook is bright, particularly for the residential sector which makes up such a large part of the total construction outlays in California."

Beise also stated that farm income is expected to continue

approximately at the same level as 1954. A slight decrease in cash income from crops may be offset by an increase in returns from livestock operations. While some business men

have expressed reservations regarding the last two quarters of the coming year, overall the survey reflects the confidence and optimism of California business men.

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# THIS YEAR'S BABIES NEED NEW SCHOOLS!



## Let's assure them a bright future! Support your schools this year!

It's a bumper crop of babies America will produce this year! And when these toddlers, 8,000,000 strong, are ready for the classroom, are our schools going to be prepared to receive them? Are we going to have the buildings, teachers, books and supplies necessary to assure these future citizens of the kind of education they deserve?

If we are—then we've got to pitch in now! Tomorrow may be too late. Put at the top of your New Year's Resolution List a promise to support our community's schools! Remember—better schools are your responsibility! Don't gamble with our nation's future. Your children need schools! Our schools need you!

**Vote YES February 15 on the school bonds to meet the needs of the Palm Springs Unified School District**

**Sponsored by: A group of citizens interested in the future of our school system here.**

